# DOCUMENT RESUME

ED 074 762 EM 010 960

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|---|---|
| AUTHOR | Meierhenry, W. C. |
| TITLE | Survey of Public Television Station Managers 1973. |
| INSTITUTION | Nebraska Univ., Lincoln. Media Research. |
| SPONS AGENCY | Public Broadcasting Service, Washington, D.C. |
| PUB DATE | Mar 73 |
| NOTE | 301p.; Third Annual Survey |
| EDRS PRICE | MF-$0.65 HC-$13.16 |
| DESCRIPTORS | Administrative Personnel; Cable Television; *Educational Television; Instructional Television; Management; Programing (Broadcast); Public Affairs Education; *Public Television; Television Research; *Television Surveys |
| IDENTIFIERS | *Public Broadcasting System |

ABSTRACT

A survey of public television station managers was conducted for 1973 to evaluate different activities, types of services being performed or desired, and other information of interest to the Public Broadcasting System (PBS). Responses to questionnaires and/or interviews by the station managers showed that the overall quality of PBA programing was rated as high, but not as high as in the previous year, and that the overall balance and development of the national schedule was perceived as being very good. However, managers felt that there was too little specialized target audience programing and a need to find new directions for public affairs such as "weekly for-the-record program." Generally, managers slightly approved of a national instructional television service, indicated a trend toward more air time, evidenced a minimum number of formal relationships with cable systems, and evaluated the usefulness of the Service Category System. Additionally, hope was expressed for the maintenance of the current proportions in the "modified real time" service, little interest was shown in the development of a second interconnection systems, and the PBS staff was perceived as being helpful. Detailed analyses of the data and other information are presented in the appendixes. (SH)

ED 074762

# SURVEY OF PUBLIC TELEVISION STATION MANAGERS 1973

CONDUCTED BY
MEDIA RESEARCH

**W.C. Meierhenry, Project Director**

Lincoln, Ne.

March, 1973

EM 010 960

# ACKNOWLEDGMENTS

I am most appreciative of responses from the 143 station and/or network managers who responded to our requests for information which made possible this survey based upon a 99 percent response. Because the study was undertaken at a time when there were serious problems and issues surrounding PBS and its future directions, responses from all station managers within the continental United States is especially noteworthy. Although there were personal stresses and concerns felt by the station managers during this period of time, those of us who conducted the telephone questioning felt that honest responses were given irrespective of the current situation.

Special gratitude is expressed to Mr. Willard B. Rowland, Jr., Research Associate for PBS, who was the liaison between PBS and the staff of Media Research. He was very helpful in developing the original questionnaire and in quickly responding himself, or requesting the appropriate individuals to respond, to questions which arose during the study.

Special thanks are due Hal Smith and Delsie Meierhenry for assistance in conducting the telephone survey; Delsie Meierhenry for summarizing the data in table form; Vickie Powell for typing the rough draft of Appendix A; Vera Salmon for assistance in editing, and Suzie Sybouts for the final development of the manuscript. Without the help of these individuals, it would have been impossible to have completed a major survey in such a short period of time.

W. C. Meierhenry
Project Director
March 1, 1973

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# INTRODUCTION

For the third consecutive year, PBS requested that Media Research at the University of Nebraska undertake a survey of station managers to evaluate different activities, types of services currently being performed or desired by station managers and other pertinent information in regard to the various departments of PBS. The decision to proceed with a third survey was made early in the fall of 1972 and final plans including the development of the questionnaire (see Appendix C) were developed in December of 1972.

The current survey is much more extensive and elaborate than either of the other two years with this year's questionnaire being almost twice as long as a year ago (last year's was twice as long as the first year). Attempts were made this year to probe in greater depth the various activities and operations of the PBS departments.

As in other years, questionnaires were sent by air mail so that they would be received by the station managers immediately after January 1, 1973. Because of the vacation period which made it difficult for station managers to confer with other members of the staff in the completion of the questionnaire, the telephone survey was not begun until Monday, January 8, and with a couple of exceptions was completed by Friday, January 19. A longer delay between the time of the arrival of the questionnaires and the telephone contact made it possible for a larger number of the station managers to be ready to report during the initial call.

A total of 145 stations and/or networks were included in the survey this year in contrast to 139 a year ago. The survey was completed within the continental United States by making a telephone call to each station manager. Questionnaires were air mailed to the seven PBS stations outside the boundaries of the United States (identified as noncontiguous) which included stations in Alaska, Hawaii, American Samoa, Guam, Puerto Rico and the Virgin Islands. Information was collected from all of the stations in the continental United States but the station manager of the Hawaiian network and at Bethel, Alaska, failed to respond to this year's survey. Telephone calls to Hawaii (which was very short of key station personnel) failed to obtain a response and the station at Bethel, Alaska, could not be reached by telephone.

The format of this year's survey is somewhat different from that of previous years. In the current report, tables will be found providing a general summary of each of the questions asked. In an introductory paragraph, the highlights of the findings are indicated and following the table there will be a brief discussion of any major differences in the station managers' responses, classified according to Regions, Licensee and/or Population Groups (see Appendices E, F, and G) for all classifications.

This breakdown of responses in Appendix A was necessary for several reasons. All responses are summarized by Region because the station managers of "noncontiguous" stations which are not interconnected and are outside the continental United States, respond to questions somewhat differently than do stateside station managers. Therefore these responses are always isolated on a table dealing with the Region. The station managers' responses were also summarized by Licensee and Population Groups when it appeared that responses might differ on a particular question when examined according to either of these breakdowns. For example, it would be reasonable to believe that stations licensed to school districts might respond somewhat differently to questions dealing with instructional television programs than would community stations.

Tables in the text as well as the summaries in Appendix A always carry a minimum of two "N.A." responses meaning "no answer" which are the two Alaskan and Hawaiian station managers who failed to respond. Occasionally there were some questions to which other station managers failed to respond and these too appear in the tables as "N.A." In rounding off the percentages found in Appendix A, it was necessary to round occasionally the figures upward or downward in order to make the percent total 100. As a general rule, the largest percentage figure in a table was the one adjusted upward or downward so that there may be some instances where exactly the same quotients might differ by one percentage point in different tables.

For those readers who wish to secure a general idea as to what this year's survey revealed, the text which follows immediately will be adequate. For those who desire to make an extensive review of the numerical as well as verbal responses made by all station managers, Appendix A will be a source of significant data and information. It was possible to analyze only the major and more obvious results in the main text so that Appendix A must be examined for much greater information about the types and kinds of responses made by the various station managers.

## I. PROGRAM EVALUATION AND NEEDS

### A. General

1. How would you rate the general balance and development of the national schedule?

This question is the same as one asked in the 1971-72 survey. Shown below in Table 1 are comparative data as to number of respondents for each response, percentages and mean ratings for each year.

Table 1

GENERAL BALANCE AND DEVELOPMENT
OF NATIONAL SCHEDULE

| | | 1972-73 | | 1971-72 | |
|---|---|---|---|---|---|
| | | NUMBER | PERCENTAGE | NUMBER | PERCENTAGE |
| VERY GOOD | 1 | 8 | 6 | 15 | 11 |
| | 2 | 60 | 41 | 68 | 49 |
| | 3 | 57 | 39 | 44 | 34 |
| | 4 | 15 | 10 | 6 | 4 |
| POOR | 5 | 2 | 1 | 2 | 1 |
| N.A. | | 3 | 3 | 2 | 1 |
| TOTAL | | 145 | 100 | 139 | 100 |

1971-72 Mean Rating = 2.3
1972-73 Mean Rating = 2.6

The mean rating of 2.6 ("1" Very Good to "5" Poor) for the current survey indicates that the station managers rated the general balance and development of national schedule toward the "Very Good" end of the scale. The mean rating for 1972-73 was not quite as favorable as it was for 1971-72 when it was 2.3.

In examining the various breakdowns listed in Appendix A, it will be found that the North Atlantic Region was somewhat less favorable to the general balance and development of the national schedule than were the Great Lakes and Plains and the West and Southwest Regions. In terms of Licensee, the university operated stations were most favorable and the community stations most negative about the general balance and development of the national schedule. As a general rule, the stations serving the larger Population Groups were least favorable while those serving the smaller Population Groups felt most positively about the general balance and development of the national schedule.

2. On the basis of what you have seen of the current 1972-73 national program schedule how would you rate the overall quality of this year's service as compared to last year's (1971-72)?

Question 2 also was asked on last year's survey so that it is possible to make comparisons between the current survey and the one a year ago. Table 2 shown below provides such comparisons. The overall quality of this year's service as compared to last year's was rated less high by the station managers for 1972-73 than it was for 1971-72. The mean rating for the current year is 3.0 ("1" Significantly Better to "5" Significantly Worse) as compared with 1.9 for 1971-72. When this question was answered by the station managers in the current survey, many of them indicated that because of funding problems there simply were not as many possibilities for outstanding programs as there had been a year ago. Several station managers also referred to the fact that there were no "block-busters" among this year's programs.

Table 2

OVERALL QUALITY OF THIS YEAR'S NATIONAL PROGRAM SERVICE COMPARED TO LAST

| | | 1972-73 | | 1971-72 | |
|---|---|---|---|---|---|
| | | NUMBER | PERCENTAGE | NUMBER | PERCENTAGE |
| SIGNIFICANTLY BETTER | 1 | 7 | 5 | 30 | 22 |
| SOMEWHAT BETTER | 2 | 43 | 30 | 88 | 63 |
| NOT NOTICEABLY BETTER OR WORSE | 3 | 38 | 26 | 16 | 12 |
| SOMEWHAT WORSE | 4 | 51 | 35 | 0 | 0 |
| SIGNIFICANTLY WORSE | 5 | 3 | 2 | 1 | 1 |
| N.A. | | 3 | 2 | 3 | 2 |
| TOTAL | | 145 | 100 | 139 | 100 |

1971-72 Mean Rating = 1.9
1972-73 Mean Rating = 3.0

An examination of the breakdown of this question found in Appendix A will show that the station managers in the Southeast Region felt that the national program schedule had improved during the current year while over one-half of the station managers in the North Atlantic

Region thought the overall quality was "Somewhat Worse" than a year ago. In terms of Licensee, the community stations rated the overall quality as "Somewhat Worse" and 58 percent of the station managers representing Population Group 1 also rated the overall quality "Somewhat Worse" while 48 percent of the station managers in Population Group 6 responded either "Somewhat Better" or "Significantly Better."

3. Given the needs of your community and the nature of your own local program service:

   a. Which PBS series have been of the most value to your overall schedule during the calendar year 1972?

Shown below in Table 3 are the ten PBS series which were identified most frequently by the station managers as having been of the most value to their overall schedule during the calendar year

Table 3

PBS SERIES OF MOST VALUE

| PROGRAM SERIES | TIMES MENTIONED |
|---|---|
| 1. Masterpiece Theatre | 114 |
| 2. Sesame Street | 109 |
| 3. The Electric Company | 83 |
| 4. Evening at Pops | 77 |
| 5. Firing Line | 53 |
| 6. Advocates | 49 |
| 7. Mister Rogers | 40 |
| 8. Special of the Week | 39 |
| 9. Washington Week in Review | 33 |
| 10. International Performance | 32 |

1972. The top series this year was "Masterpiece Theatre" in contrast to "Sesame Street" a year ago, although "Sesame Street" and "The Electric Company" are in second and third place, respectively in the current year ratings.

All of the programs mentioned three or more times will be found in Appendix A classified by Regions and Population Groups. Appendix A also includes reasons why the station managers rated each of the programs of most value.

b. Were there any series which were of marginal value to your overall schedule during the calendar year 1972?

The ten PBS series which were considered to be of marginal value by the station managers are shown in Table 4. For the most part, there was not wide variance among the station managers as to which of the PBS series were of marginal value.

Table 4

SERIES OF MARGINAL VALUE

| PROGRAM SERIES | TIMES MENTIONED |
|---|---|
| 1. Thirty Minutes With | 55 |
| 2. Convention Coverage | 34 |
| 3. Critic at Large | 33 |
| 4. The Just Generation | 32 |
| 5. Black Journal | 31 |
| 6. The Family Game | 26 |
| 7. Soul | 20 |
| 8. Vibrations | 19 |
| 9. Doin' It | 17 |
| 10. Self Defense for Women | 15 |

Appendix A includes all of the PBS series identified as of marginal value three or more times according to Region and Population Groups. Appendix A also includes the reasons why the station managers rated various series as being of marginal value.

4. Enclosed with this questionnaire is a list of all series distributed by PBS during 1972. The series on the list are grouped according to their general content categories. How would you rate the proportion of hours of the national service devoted to each of these categories during the calendar year 1972?

a. Cultural

Shown in Table 5 are responses of station managers in regard to the proportion of hours devoted to Cultural programs, percentage of responses for each category and an overall mean rating. The table

Table 5

PROPORTION OF HOURS DEVOTED TO CULTURAL PROGRAMS

| | | NUMBER | PERCENTAGE |
|---|---|---|---|
| TOO MUCH | 1 | 1 | 1 |
| | 2 | 10 | 7 |
| | 3 | 100 | 68 |
| | 4 | 27 | 19 |
| TOO LITTLE | 5 | 3 | 2 |
| N.A. | | 3 | 3 |
| QUALIFIED | | 1 | 1 |
| TOTAL | | 145 | 100 |

Mean Rating = 3.1

discloses that over two-thirds of the station managers gave a "3" rating which is a middle rating and suggests that they felt that about the right amount of time was being devoted to Cultural programming. The mean rating of 3.1 ("1" Too Much to "5" Too Little) also confirms such a judgment.

A breakdwon of responses of station managers according to Region, type of Licensee and Population Groups is found in Appendix A. An examination of these data indicates that station managers representing community and university stations are more likely to feel that there was "Too Little" Cultural programming while state authority Licensees had more station managers who tended to feel that there was "Too Much."

b. Educative (Informal) as opposed to Educative (Formal) programming, i.e., programs which are viewed for credit in relationship to a specific educational institution (see question C-2).

Table 6 summarizes the responses of the station managers in regard to the proportion of hours devoted to educative (informal) series distributed by PBS. Almost the same percentage of station managers responded with a "4" which is toward the "Too Little" end of the scale as identified "3" which is in the middle (39 percent) compared to 43 percent, respectively). The mean rating of 3.5 also indicates that there was considerable feeling that there was "Too Little" time devoted to educative (informal) PBS series.

One-fourth of the Southeast Region station managers gave this question a "5" or "Too Little" according to Appendix A.

Table 6

PROPORTION OF HOURS DEVOTED TO EDUCATIVE (INFORMAL)

| | NUMBER | PERCENTAGE |
|---|---|---|
| TOO MUCH 1 | 1 | 1 |
| 2 | 3 | 2 |
| 3 | 63 | 43 |
| 4 | 56 | 39 |
| TOO LITTLE 5 | 18 | 12 |
| N.A. | 4 | 3 |
| TOTAL | 145 | 100 |

Mean Rating = 3.5

c. Public Affairs

Over half (60 percent of the station managers responded that the proportion of hours devoted to Public Affairs was "About Right." The mean rating of 2.9 ("1" Too Much to "5" Too Little) on this question seems to confirm this judgment.

Station managers in the North Atlantic Region were more likely to report "Too Much" time devoted to Public Affairs (see Appendix A which discloses that 22 percent of the station managers in the North Atlantic Region identified either "1" or "2"). The station managers located in Population Groups 5 and 6 were the least likely to rate Public Affairs programming toward the "Too Much" end of the continuum.

Table 7

PROPORTION OF HOURS DEVOTED TO PUBLIC AFFAIRS

| | | NUMBER | PERCENTAGE |
|---|---|---|---|
| TOO MUCH | 1 | 5 | 3 |
| | 2 | 31 | 21 |
| | 3 | 88 | 60 |
| | 4 | 13 | 9 |
| TOO LITTLE | 5 | 5 | 4 |
| N.A. | | 3 | 3 |
| | TOTAL | 145 | 100 |

Mean Rating = 2.9

B. Target Audience and Program Topics

1. Another way of evaluating this program mix in the context of goals for public television is to consider the amount and scope of specialized, target audience programming in the overall national service (e.g., programs for specific age, occupation, ethnic or other groups). This question and part of question #B-2 ask for your thoughts in this area.

   a. As a proportion of the entire national service during calendar 1972, how would you rate the amount of specialized, target audience programming?

There was a tendency for the station managers to feel that there was "Too Little" rather than "Too Much" attention to specialized target audiences in the PBS programming. Table 8 indicates that almost as many station managers rated this question a "4" which is toward the "Too Little" end of the scale as did "3" which is in the middle of the scale (39 percent to 41 percent, respectively). Not one of the 145 station managers scored this question a "1" which is "Too Much." The mean rating of 3.5 also supports the feeling of station managers that there was "Too Little" specialized target audience programming.

Table 8

AMOUNT AND SCOPE OF SPECIALIZED, TARGET AUDIENCE PROGRAMMING

| | | NUMBER | PERCENTAGE |
|---|---|---|---|
| TOO MUCH | 1 | 0 | 0 |
| | 2 | 11 | 8 |
| | 3 | 60 | 41 |
| | 4 | 57 | 39 |
| TOO LITTLE | 5 | 12 | 8 |
| N.A. | | 5 | 4 |
| | TOTAL | 145 | 100 |

Mean Rating = 3.5

In examining the responses of the station managers according to Region, Licensee and Population Groups (see Appendix A), it will be found that the managers of stations operated by school districts were about equally divided between "Too Little" and "Too Much" specialized programming while over one-half of the managers representing community and university stations responded toward the "Too Little" end of the scale.

b. Among the total amount of special audience programming in the national service, those series for children have consistently represented the largest single group. How would you rate the proportion of children's programming as part of the national service during calendar 1972?

An overwhelming number of station managers felt that about the right proportion of time was being devoted to Children's Programming (77 percent checked response "3"). There were no station managers (none who checked response "1") who felt "Too Much" time was being devoted to children's programming and two station managers

Table 9

PROPORTION OF HOURS DEVOTED TO CHILDREN'S PROGRAMMING

| | | NUMBER | PERCENTAGE |
|---|---|---|---|
| TOO MUCH | 1 | 0 | 0 |
| | 2 | 8 | 6 |
| | 3 | 112 | 77 |
| | 4 | 19 | 13 |
| TOO LITTLE | 5 | 2 | 1 |
| N.A. | | 4 | 3 |
| | TOTAL | 145 | 100 |

Mean Rating = 3.1

felt that "Too Little" (response "5") was being devoted to children's programming. The mean rating of 3.1 confirms the general feeling that the managers felt that about the right proportion of time was being given to children's programming.

In the more extensive breakdown of the data (see Appendix A), those station managers representing stations operated by school districts and state authorities tended to score this item toward the "Too Little" end of the scale.

2. Although much planning for the 1973-74 program year has already been accomplished, one of the objectives of the program evaluation process is to allow for adjustments in programming on a more or less continuous basis. As you consider the likely national service for the next year:

    a. Are there any target audiences or groups for or about which you feel the 1973-74 national service should include programs on an extended basis? Please be as specific as you can.

Table 10

TARGET AUDIENCES WHICH SHOULD BE INCLUDED

| TARGET AUDIENCE | NUMBER |
|---|---|
| 1. Elderly, Aging, Senior Citizens | 89 |
| 2. Teenage | 54 |
| 3. Adults | 51 |
| 4. Rural | 27 |
| 5. Ethnic Groups | 24 |
| 6. Women | 18 |
| 7. Low Income | 15 |
| 8. Blue Collar | 13 |
| 9. Handicapped | 12 |

The station managers identified a substantial number of target audiences for whom they would like to see program series developed. As shown in Table 10, the Senior Citizen group clearly represents a target audience for whom station managers feel that program series need to be developed.

Grouped according to Regions, Appendix A includes all of the specific programs requested under each of the major headings shown above.

b. Are there any target audiences or groups for or about which programs have been discussed but for which your suggestions in (a) should be substituted?

Few of the station managers had suggestions as to programs which should be substituted for new programs being proposed. The general feeling was that there should be more program alternatives which would include all the present program series plus the additional ones being suggested.

c. Looking at the question of priorities yet another way, are there any program topics or subject areas (e.g., social issues, information needs, cultural affairs) about which the 1973-74 national service should include programs on an extended basis?

Station managers indicated a significant number of program topics or subject areas which they would like to see included in the 1973-74 national service. Adult education programs and those dealing with major social problems in our society each received the same number of requests (10). Programs dealing with medical and health education and programs for women followed closely with nine requests each. Other requests are found in Table 11.

Table 11

PROGRAM TOPIC OR SUBJECT AREAS WHICH SHOULD BE INCLUDED IN 1973-74 NATIONAL SERVICE

| MOST FREQUENTLY MENTIONED | NUMBER |
|---|---|
| 1. Adult Education | 10 |
| 2. Social Problems | 10 |
| 3. Medical and Health Education | 9 |
| 4. Women, Homemaking | 9 |
| 5. History and Government | 8 |
| 6. Vocational Training, Skills | 8 |
| 7. Consumer Information | 5 |
| 8. Ecology, Environment | 5 |
| 9. Specials (such as "V.D. Blues") | 4 |

Appendix A shows by Regions all of the program topics or subject areas requested by station managers.

d. Are there any program topics or subject areas for which programs have been discussed but for which your suggestions on (c) should be substituted?

Once again station managers had few suggestions for programs to be replaced since they desire a greater range of programs rather than fewer. Appendix A does include some suggestions for substitutions classified according to Regions.

## C. Public Affairs and Other

1. Recently PBS Staff and Board proposed a study to determine future steps in national program service public affairs (see PUBLIC AFFAIRS PROGRAMMING, New Directions, drafted by Jim Lehrer, October, 1972). Key elements of the service to be investigated by the study would have been (a) a regular public affairs program matrixed from segments offered by many stations across the country and to include an Ombudsman unit to represent the public interest in public television

public affairs programming, and (b) a weekly For-The-Record program to present in their entirety selected events of national significance.

a. To facilitate further discussion of directions to be taken in public affairs, would you be willing to participate in an in-depth feasibility study?

Station managers overwhelmingly indicated their willingness to participate in an in-depth feasibility study in order to identify directions to be taken in public affairs programming. There were only 26 station managers of the 145, or 17 percent, who indicated that they would be unwilling to participate in such an activity (see Table 12).

Table 12

WILLINGNESS TO PARTICIPATE IN FEASIBILITY STUDY

| | NUMBER | PERCENTAGE |
|---|---|---|
| YES | 116 | 80 |
| NO | 26 | 17 |
| N.A. | 3 | 3 |
| TOTAL | 145 | 100 |

A breakdown of responses according to station managers representing the various Regions and also Population Groups is found in Appendix A. Least supportive was the Southeast Region where 10 station managers of the 33 stations (31 percent) responded with a "No."

b. If your response to (a) is "Yes," would that willingness extend to cooperation of you and/or certain of your staff members in answering detailed questionnaires, participating in seminars or assisting in experimental production?

Only two station managers indicated an unwillingness to be involved in answering questionnaires, participating in seminars or assisting in experimental production in order to develop better answers to the question of Public Affairs program programming.

Table 13

WILLINGNESS TO ANSWER QUESTIONNAIRES, PARTICIPATE IN SEMINOR OR ASSIST IN EXPERIMENTAL PRODUCTION

| | NUMBER | PERCENTAGE |
|---|---|---|
| YES | 114 | 98 |
| NO | 2 | 2 |
| TOTAL | 116 | 100 |

c. Understanding that the study itself would deal with the details of the many options available, PBS is nevertheless interested in your preliminary, general feelings about the major elements so far proposed. Overall are you favorably or unfavorably disposed toward:

(1) A regular public affairs, matrixed program

Almost three-fourths of the station managers were favorable to a regular public affairs matrixed program (104 station managers out of 145 or 71 percent).

In a further breakdown of the responses which are enumerated in Appendix A, it will be found that the Southeast Region was the most unfavorable proportionately of any of the regions toward a matrixed program (27 percent of the respondents being unfavorable).

Table 14

A REGULAR PUBLIC AFFAIRS, MATRIXED PROGRAM

| | NUMBER | PERCENTAGE |
|---|---|---|
| FAVORABLE | 104 | 71 |
| UNFAVORABLE | 32 | 22 |
| N.A. | 6 | 5 |
| QUALIFIED | 3 | 2 |
| TOTAL | 145 | 100 |

(2) Inclusion of an Ombudsman in national public television public affairs programming.

Almost two-thirds of the station managers were favorable to the inclusion of an Ombudsman in national public television public affairs programming. In addition to those unfavorable to the Ombudsman, there were a number of station managers favorable to the idea but who had doubts as to whether it would work successfully.

An examination of the breakdown of the responses in Appendix A will disclose that the Great Lakes and Plains Region was most unfavorable to the Ombudsman idea while the Southeast Region was the most favorable. When the data are examined according to Population Groups, Group 2 was the most favorable (76 percent so indicating) while Group 1 was the most unfavorable (33 percent).

Table 15

INCLUSION OF OMBUDSMAN

| | NUMBER | PERCENTAGE |
|---|---|---|
| FAVORABLE | 92 | 63 |
| UNFAVORABLE | 37 | 25 |
| N.A. | 10 | 8 |
| QUALIFIED | 6 | 4 |
| TOTAL | 145 | 100 |

(c) A weekly For-The-Record Program

There was a generally favorable response by the station managers to the idea of a weekly For-The-Record Program (72 percent favorable).

Table 16

WEEKY FOR-THE-RECORD PROGRAM

| | NUMBER | PERCENTAGE |
|---|---|---|
| FAVORABLE | 107 | 74 |
| UNFAVORABLE | 30 | 20 |
| N.A. | 6 | 5 |
| QUALIFIED | 2 | 1 |
| TOTAL | 145 | 100 |

An examination of the data in Appendix A discloses that the station managers in the North Atlantic Region were most likely to be unfavorable (32 percent unfavorable) when examined according to Region, and those managers representing school districts were most likely to be favorable (90 percent favorable) when the data are examined in terms of Licensee.

2. Up to this point in time the national service has offered no Formal Educative (Instructional) programming, i.e., programs related to a specific educational institution and viewed for credit with that institution. PBS has fed ITV programs only on an occasional and experimental basis as an information service to stations. Recently, however, the question of nationally distributed instructional programming has been increasingly raised.

    a. Given the needs of your community, the nature of your own ITV service, and the availability or lack of such programming regionally or locally, how important do your feel it is for the national service to begin offering instructional programming?

There is considerable difference of opinion among the station managers as to whether national ITV service should be provided by PBS. An examination of Table 17 will disclose that there is a slight tendency to feel that such programming is "Necessary" rather than "Unnecessary" (over one-half of the responses were in either categories "1" or "2" for a total of 52 percent, but there were 28 percent of the respondents who scored the questions toward the "Unnecessary" end of the scale). The mean rating of 2.6 supports the feeling that such programming is necessary but does not fully reflect the extent of divided opinion.

An examination of the more detailed breakdown found in Appendix A shows that over one-half of the station managers in the North Atlantic Region feel that such programming is "Unnecessary" while 69 percent of the station managers in the West and Southwest Region feel it is "Necessary." When the responses are examined according to population groups, it is found that 80 percent of the station managers in Population Group 6 feel ITV programming is "Necessary" while 38 percent of the managers in Group 1 responded toward the "Unnecessary" end of the scale.

Table 17

IMPORTANCE FOR NATIONAL ITV PROGRAMMING

| | | NUMBER | PERCENTAGE |
|---|---|---|---|
| VERY NECESSARY | 1 | 38 | 26 |
| | 2 | 38 | 26 |
| | 3 | 20 | 14 |
| | 4 | 22 | 16 |
| UNNECESSARY | 5 | 19 | 12 |
| N.A. | | 8 | 6 |
| TOTAL | | 145 | 100 |

Mean Rating = 2.6

b. If your response was (1) or (2), please indicate which subject areas you think would be suitable for a national ITV service.

Many of the station managers made suggestions as to subject areas which they thought would be suitable for a national ITV service and are found in Table 18. Station managers again gave adult programs high priority with 20 responses each for "Adult and Continuing Education Courses" and "G.E.D. and High School Equivalency Courses." Following immediately with 19 requests each were courses in the "Humanities" and in "History." Other subject matter areas requested in addition to those identified above are found in Table 18 below.

Table 18

SUBJECT AREAS SUITABLE FOR NATIONAL ITV SERVICE

| MOST FREQUENT SUBJECTS MENTIONED | NUMBER |
|---|---|
| 1. Adult and Continuing Education | 20 |
| 2. G.E.D. and High School Equivalency | 20 |
| 3. Humanities | 19 |
| 4. History | 19 |
| 5. Science and Environmental Studies | 15 |
| 6. Consumer and Economic Education | 14 |
| 7. Mathematics | 12 |
| 8. Skill, Career and Vocational Training | 10 |
| 9. Health | 8 |
| 10. Open University and College Credit | 8 |
| 11. Follow-up on ALPS | 7 |
| 12. Government | 6 |
| 13. Social Studies | 5 |
| 14. Remedial Reading Types | 5 |

## II. SYSTEM USE AND DEVELOPMENT

### A. Interconnection

If by January 1, 1973 your station(s) was (were) interconnected or if you utilized an off-air signal, please answer all questions in this section. If your station(s) was (were) using any form of network signal by January 1, please skip questions 1-4 and answer only questions B1-4.

1. Beginning January, 1972, PBS began operating the interconnection six nights a week.
    a. Prior to that time was (were) your station(s) on the air at least six nights a week?
    b. If (a) is "No," have you since moved to at least a six-night service?
    c. If (b) is "Yes" did the PBS move to six nights help your own move to a six or seven-night service?
    d. If (b) if "No," did the PBS move to six nights at least help you to make plans for your own move to a six or seven-night service?

Of the stations which were interconnected, 75 percent of them were on the air six nights per week as of January, 1972, according to Table 19 below.

Table 19

STATIONS ON AIR SIX NIGHTS PER WEEK

| | NUMBER | PERCENTAGE |
|---|---|---|
| YES | 95 | 75 |
| NO | 31 | 25 |
| TOTAL | 126 | 100 |

Of the 31 stations which were not on the air six nights a week as of January, 1972, 22 have since moved to six nights and all 22 of the station managers said that the PBS move was helpful to them in going to the six nights per week (see Appendix A for supporting information including the dates when the 22 stations moved to six nights per week). Of the nine stations of the 31 which have not yet moved to six nights per week, three station managers reported that they were making plans to do so as a result of the PBS move to six nights.

2. Beginning in September, 1972, with origination help from the New York State Network, PBS began operating the interconnection Saturday mornings.
   a. Prior to that time was (were) your station(s) on the air on Saturday mornings?
   b. If (a) is "No," have you since initiated a Saturday morning service?
   c. If (b) is "Yes," did the PBS Saturday morning service help your own initiation of a Saturday morning service?
   d. If (b) is "No," did the PBS Saturday morning service at least allow you to make plans for your own initiation of a Saturday morning service?

Of the 126 stations which are interconnected, 32 of them (25 percent) were on the air on Saturday morning prior to September, 1972, as shown in Table 20 below.

Of the 94 stations which were not on the air on Saturday morning, 26 moved to Saturday and 24 of these 26 station managers reported that the PBS move was helpful to them in going to the Saturday morning schedule (see Appendix A). Of the 68 stations that were still not on the air on Saturday morning as of January, 1973, 18 station managers said that they were considering going on the air on Saturday and had been influenced to do so by the PBS move.

Table 20

STATIONS ON AIR SATURDAY MORNING

| RESPONSE | NUMBER | PERCENTAGE |
|---|---|---|
| YES | 32 | 25 |
| NO | 94 | 75 |
| TOTAL | 126 | 100 |

3. Beginning in October, 1973, PBS began operating the interconnection seven nights a week.
   a. Prior to that time was (were) your station(s) on the air seven nights per week?
   b. If (a) is "No," have you since moved to a seven-night service?
   c. If (b) is "Yes," did the PBS move to seven nights help your own move to a seven-night service?
   d. If (b) is "No," did the PBS move to seven nights at least help you make plans for your own move to a seven-night service?

As Table 21 indicates, 74 stations (59 percent) which were interconnected were not on the air seven nights per week prior to January, 1972.

Of the 74 stations which were not on the air prior to January, 1972, 26 moved to seven nights per week some time before January,

1973. The station managers of 25 of the 26 stations said that the PBS move to seven nights per week was helpful to them in moving to the same schedule (see Appendix A). Of the 38 stations that were not on the air seven nights per week by January, 1973, 17 station managers said they did have plans to make such a move and it was influenced by the PBS schedule.

Table 21

STATIONS ON AIR SEVEN NIGHTS

| RESPONSE | NUMBER | PERCENTAGE |
|---|---|---|
| YES | 52 | 41 |
| NO | 74 | 59 |
| TOTAL | 126 | 100 |

4. Other than the services on PTL, the basic program services offered by PBS presently depend on a single interconnection system. Based on past station input, the majority of programs distributed through this system are fed on a "real time" basis, i.e., a schedule which allows stations the option of carrying programs without tape delay. Of course, that system is not "fixed," in that stations may tape and reschedule any programs they choose. Moreover, a certain percentage of programs each season are fed on a "non-real time" basis, i.e., with a clear understanding that they will be rescheduled. What PBS offers, then, may be characterized as a "modified real time" service, and PBS is interested in your thoughts on how this system should continue to develop.

   a. Considering the nature of the current interconnection service and the capabilities of your local facilities, please rank the value and importance to your station(s) of the following options. For the purposes of the ranking please assume that the total number of hours

> per week for each option would be the same and that that number would be equivalent to what the current system now offers--about 27.5 hours per week, Category I and II, without repeats (for the ranking, 1 = highest priority; 7 = lowest).

Probably the most meaningful way to examine the responses of the station managers is found in the mean rating of each of the seven options shown in Table 22. The option which had the clearest support of the station managers was the second which calls for the maintenance of the current proportions in the "modified real time" service and which received a mean rating of 1.6. The two other options which received strong support were the first which calls for an "Increase in the proportion of 'real time' service and a decrease in the proportion of 'non-real time' service" and the third which calls for "Reduction of the proportion of 'non-real time' service." These two options received a mean rating of 2.4 and 2.7, respectively.

The respondents rated the other options in the order in which they appeared and were practically unanimous that option seven, which is "Elimination of all interconnected service for complete replacement by a tape distribution service," was least favored with a mean rating of 6.9.

A number of the managers refused to respond to more than the first three options indicating that none of the others were acceptable alternatives. As a consequence, the breakdown of the data in Appendix A merits close examination and also includes responses of station managers according to Regions and Population Groups as well as the Top Ten stations.

Table 22

RANK OPTIONS IN REGARD TO SERVICE

| OPTIONS | RANK RATING |
|---|---|
| 1. Increase in the proportion of "real time" service and a decrease in the proportion of "non-real time" service. | 2.4 |
| 2. Maintenance of the current proportions in "modified real time" service. | 1.6 |
| 3. Reduction of the proportion of "real time" service for an increase in the proportion of "non-real time" service. | 2.7 |
| 4. Reduction of the proportion of "real time" service for an increase in the proportion of a tape distribution service such as PTL. | 3.8 |
| 5. Elimination of the current "modified real time" service for complete replacement by a mix of services, primarily "non-real time" interconnection, and, secondarily, tape distribution. | 4.7 |
| 6. Elimination of the current "modified real time" service for complete replacement by a mix of services, primarily tape distribution, and secondarily, "non-real time" interconnection. | 5.8 |
| 7. Elimination of all interconnected service for complete replacement by a tape distribution service. | 6.9 |

b. In light of your rankings of "a" above, how important to your station(s) would be the development of a second interconnection system?

Station managers generally attached little importance to the development of a second interconnection system, with over half of them giving this question a "4" or "5" rating which is toward the "Little Importance" end of the scale. A number of station managers (27) did not respond to the question because some of them indicated that they felt it was an academic question at the present time. The mean rating of 3.8 ("1" Very Important to "5" Little Importance) confirms that the station managers gave little support to a second interconnection system at the present time.

Table 23

IMPORTANCE OF SECOND INTERCONNECTION SYSTEM

| | | NUMBER | PERCENTAGE |
|---|---|---|---|
| VERY IMPORTANT | 1 | 11 | 8 |
| | 2 | 12 | 6 |
| | 3 | 15 | 10 |
| | 4 | 30 | 22 |
| LITTLE IMPORTANCE | 5 | 50 | 35 |
| N.A. | | 27 | 19 |
| TOTAL | | 145 | 100 |

Mean Rating = 3.8

An examination of the more extensive summaries found in Appendix A discloses that the station managers in the North Atlantic Region scored this item either a "1" or "2" toward the "Very Important" end of the scale which was the largest percentage group (29 percent) of any of the station managers in the various Regions to answer this question in this fashion.

c. If your response to "b" was "1" or "2," for what purposes should a second interconnection system be developed?

Not all of the 23 station managers who responded to the preceding question indicating that the interconnection was "Very Important" gave purposes for which a second interconnection system should be developed. Their responses cover a range of topics and they may be found in Appendix A summarized according to Population Group, Region and type of Licensee.

d. If your response to "b" was "1" or "2," how soon would you like to see a second interconnection system be inaugurated?

Of the 23 station managers who felt that interconnection was "Very Important," almost two-thirds of them felt that the date of interconnection should be in 1974 with the remainder indicating that it should either be in 1975 or otherwise gave no particular date when such a second interconnection should begin.

## Table 24

## DESIRED DATE OF INTERCONNECTION

| | NUMBER | PERCENTAGE |
|---|---|---|
| 1974 | 14 | 61 |
| 1975 | 5 | 22 |
| 1976 | 0 | 0 |
| After 1976 | 1 | 0 |
| No Date | 3 | 17 |
| TOTAL | 23 | 100 |

### B. Technological Developments

1. How many cable television systems in your immediate or extended community carry your signal?
2. Have you made agreements with any cable television operators in the community?
    a. To provide production facilities for the public access channel?
    b. To lease channels for instructional or other programming?
    c. To share in the ownership or operation of the cable system?
    d. To provide any other services to the cable operator or those leasing channels?

The number of cable television systems in the immediate or extended community which carry ETV station signals varies from seven station managers who reported that they are not carried by any cable systems up to four station managers who reported that over 100 cable systems operated in their area. Almost 50 percent of the stations reported that the number of cable systems carrying their signal varied from one to 15 cable systems.

## Table 25

## NUMBER OF CABLE TELEVISION SYSTEMS WHICH CARRY YOUR SIGNAL

| | NUMBER | PERCENTAGE |
|---|---|---|
| None | 7 | 5 |
| 1 - 5 | 20 | 14 |
| 6 - 10 | 28 | 19 |
| 11 - 15 | 22 | 15 |
| 16 - 20 | 14 | 10 |
| 21 - 30 | 15 | 10 |
| 31 - 40 | 10 | 7 |
| 41 - 50 | 7 | 5 |
| 51 - 60 | 9 | 6 |
| 61 - 70 | 2 | 1 |
| 71 - 80 | 0 | 0 |
| 81 - 90 | 1 | 1 |
| 91 - 100 | 1 | 1 |
| 100 or over | 4 | 3 |
| N.A. | 5 | 3 |
| TOTAL | 145 | 100 |

Nine of the stations have arrangements with the cable television operators in their community to provide production facilities for the public access channel while four stations lease channels for instructional or other programming purposes from the cable operators (see Appendix A). There are only two stations which share in the ownership or operation of the cable system. (For a presentation of other services provided to the cable operator, see Appendix A.)

3. If you are a manager for any station on a UHF channel, have you considered going to the maximum effective radiated power (5 megawatts) to increase that station's coverage area?

Of the 104 stations which are on a UHF channel, only seven stations either are now on or will be on maximum effective radiated power as indicated in Table 26 below. Twenty-three of the stations, or about one-fourth of them, have studied the matter but have come to the conclusion that it is too costly to consider at this time and ten stations report that they have studied the matter but are not certain about the benefits and cost trade-offs. Another 14 stations

Table 26

PLANS OF UHF CHANNEL TO GO TO MAXIMUM RADIATED POWER

| RESPONSE | NUMBER |
|---|---|
| a. Yes, and have already done so or will by a fixed date. | 3 |
| b. Yes, and have applied to HEW for funds to do this. | 4 |
| c. Yes, but study shows it's too costly. | 23 |
| d. Yes, but study shows it wouldn't help much in our case. | 14 |
| e. Yes, but we need to study the benefits and cost trade-offs. | 10 |
| f. No, but we may look into it. | 16 |
| g. No, not interested. | 15 |
| h. Other | 22 |

(NOTE: 41 stations UHF only)

report that even if they were to go to maximum power it would not help their coverage.

For a variety of reactions by the station managers to this question, see Appendix A.

4. While audio recording practices have progressed far beyond simple monaural technology, the current television system provides only a single 5 kc audio channel. Can you foresee dual channel audio for television as providing a valuable service, assuming that all parts of the transmission system, including the home receiver, were equipped to handle it?

   a. For stereo

One-third of the station managers felt that there was a clear need to provide a second audio channel for stereo while over one-half of the station managers indicated there might be a need but that they were not certain and that it deserved further study.

Table 27

NEED FOR SECOND AUDIO CHANNEL FOR STEREO

| | NUMBER | PERCENTAGE |
|---|---|---|
| 1. There is a clear and present need. | 48 | 33 |
| 2. Possible there's a need, but I'm not certain; deserves study. | 79 | 54 |
| 3. No need that I can see. | 10 | 7 |
| 4. Other | 4 | 3 |
| 5. N.A. | 4 | 3 |
| TOTAL | 145 | 100 |

For explanations by the four who indicated "Other," see Appendix A.

b. For separate sound tracks, such as foreign language.

The response given to this question of providing another audio channel for such a purpose as foreign language was similar to the previous response. Over one-half of the station managers felt there might be a need but that the issue deserved further study while approximately one-third of the station managers felt that there is a clear and present need for a separate sound track for such a purpose as foreign language.

Table 28

NEED FOR SECOND AUDIO CHANNEL FOR FOREIGN LANGUAGE

| | NUMBER | PERCENTAGE |
|---|---|---|
| 1. There is a clear and present need. | 45 | 31 |
| 2. Possibly there's a need, but I'm not certain; deserves study. | 76 | 52 |
| 3. No need that I can see. | 16 | 11 |
| 4. Other | 4 | 3 |
| 5. N.A. | 4 | 3 |
| TOTAL | 145 | 100 |

See Appendix A for those station managers who identified "Other."

## III. EVALUATIONS FOR PBS DEPARTMENTS

### A. General

**In general, how would you characterize the attentiveness of PBS staff to inquiries and requests from your station?**

Station managers continue to be even more positive this year than a year ago in regard to the attentiveness of PBS staff to inquiries and requests from their stations as indicated by Table 29 below. This year 92 percent of the station managers accorded the PBS staff either an "Excellent" or "Good" rating in regard to their responsiveness

Table 29

ATTENTIVENESS OF PBS STAFF TO INQUIRIES AND REQUESTS

| | 1971-72 | | 1972-73 | |
|---|---|---|---|---|
| | NUMBER | PERCENTAGE | NUMBER | PERCENTAGE |
| EXCELLENT | 33 | 24 | 60 | 41 |
| GOOD | 81 | 58 | 73 | 51 |
| FAIR | 21 | 15 | 6 | 4 |
| POOR | 3 | 2 | 1 | 1 |
| QUALIFIED | 0 | 0 | 2 | 1 |
| N.A. | 1 | 1 | 3 | 2 |
| TOTAL | 139 | 100 | 145 | 100 |

1971-72 Mean Rating = 2.0 (Good)
1972-73 Mean Rating = 1.6 (Good - Excellent)

in comparison to 82 percent who so responded a year ago. The response of 1.6 for the 1972-73 year (based on four possible responses instead of five as is true of most other questions) which is between a "Good" and "Excellent" reflects a more positive rating than a year ago when the mean response was 2.0 or exactly a mean rating of "Good."

An examination of the data found in Appendix A discloses that 100 percent of the station managers in the Southeast and in the West and Southwest Regions gave either "Excellent" or "Good" ratings to the PBS staff alone with 100 percent of the station managers representing school districts who also recorded all their responses in the "Good" or "Excellent" categories.

## B. Programming

### 1. Operations

Please answer the questions in this section (Operations) only if your station(s) was (were) interconnected or you were utilizing an off-air signal by January 1, 1973. If you were not using any form of network signal, please go on to the next section (Offerings and Proposals B-2).

a. With the 1972 fall season PBS initiated a new Service Category designation scheme for national service programs (see Categories of Service by Bill Oxley, April, 1972), and the current (January, 1973) national interconnection schedule is designed to offer the following basic amounts of service each week. How would you characterize the number of hours in each category?

Three-fourths of the station managers felt that about the right number of hours per week was being devoted to Category I - Children's Daytime programming. There were a few more station managers who felt that "Too Little" rather than "Too Much" was being devoted to Children's Daytime Programs (10 percent as opposed to three percent, respectively).

Table 30

(1) HOURS IN CATEGORY I - CHILDREN'S DAYTIME

| | | NUMBER | PERCENTAGE |
|---|---|---|---|
| TOO MUCH | 1 | 0 | 0 |
| | 2 | 5 | 3 |
| | 3 | 107 | 74 |
| | 4 | 15 | 10 |
| TOO LITTLE | 5 | 2 | 2 |
| N.A. | | 16 | 11 |
| | TOTAL | 145 | 100 |

Mean Rating = 3.1

There were some differences among station managers located in certain regions, i.e., 86 percent of the station managers in the North Atlantic Region felt that the right amount of hours per week was being devoted to Children's Daytime programming while only 69 percent of the station managers representing stations in the West and Southwest Region felt that appropriate time was being given to Children's Daytime programming and 23 percent of them scored the question toward the "Too Little" side of the continuum (see Appendix A). As might be expected, station managers representing stations operated by school districts were the largest percentage number to feel that too little attention was being given to Children's Daytime programming.

### (2) Category I - Evening

Most station managers felt that about the right amount of hours had been devoted to Category I - Evening programming per week (60 percent of the station managers identified response "3"). However, there was a tendency to feel that "Too Little" hours per week had been devoted to Category I - Evening programming (21 percent and two percent of the station managers identified either "4" or "5" which are toward the "Too Little" end of the continuum). The mean rating of 3.2 on this question also indicates the tendency to feel that "Too Little" rather than "Too Much" attention had been devoted to Category I - Evening programming.

Table 31

(2) HOURS IN CATEGORY I - EVENING

| | | NUMBER | PERCENTAGE |
|---|---|---|---|
| TOO MUCH | 1 | 1 | 1 |
| | 2 | 7 | 5 |
| | 3 | 88 | 60 |
| | 4 | 30 | 21 |
| TOO LITTLE | 5 | 3 | 2 |
| N.A. | | 16 | 11 |
| | TOTAL | 145 | 100 |

Mean Rating = 3.2

Station managers representing stations operated by school districts were the largest percentage group to feel that "Too Little" programming had been offered in Category I - Evening with 37 percent of the station managers representing such stations giving a "4" response (see Appendix A). Station managers representing university stations were most likely (70 percent gave a "3" response) to feel that about the right amount of time had been given to Category I - Evening programming.

### (3) Category II (Total)

While slightly more than one-half of the station managers felt that about the right number of hours per week had been devoted to Category II (Total), about one-third of the station managers responded to this question by scoring it either "4" or "5" which is toward the "Too Little" end of the spectrum. The mean rating of 3.2 also indicates that there was a feeling that too few hours were being devoted to this category.

Table 32

(3) HOURS IN CATEGORY II - (TOTAL)

| | | NUMBER | PERCENTAGE |
|---|---|---|---|
| TOO MUCH | 1 | 0 | 0 |
| | 2 | 2 | 1 |
| | 3 | 76 | 52 |
| | 4 | 37 | 26 |
| TOO LITTLE | 5 | 11 | 8 |
| N.A. | | 19 | 13 |
| | TOTAL | 145 | 100 |

Mean Rating = 3.2

### (4) Category III - Repeats of Children

Approximately two-thirds of the station managers felt that about the right number of hours per week had been devoted to Category III - Children's Repeats. There was a small tendency to feel that "Too Much" time had been devoted to such a category (15 percent and three percent of the station managers checked response "2" or "1", respectively). The mean rating of 2.8 on this question also suggests a slight tendency to respond toward the "Too Much" end of the continuum.

As might be expected those station managers representing stations licensed to school districts were more likely to respond on the "Too Little" side rather than "Too Much" (see Appendix A). Station managers representing other types of stations according to Licensee were also more likely to score this question toward the "Too Much" side unless they scored it as being about the right number of hours devoted to this category.

Table 33

(4) HOURS IN CATEGORY III - REPEATS OF CHILDREN

| | | NUMBER | PERCENTAGE |
|---|---|---|---|
| TOO MUCH | 1 | 4 | 3 |
| | 2 | 21 | 15 |
| | 3 | 95 | 65 |
| | 4 | 6 | 4 |
| TOO LITTLE | 5 | 0 | 0 |
| N.A. | | 19 | 13 |
| | TOTAL | 145 | 100 |

Mean Rating = 2.8

(5) Category III - Repeats of Evening

Exactly one-half of the station managers felt that about the right number of hours was being devoted to Category III - Repeats of Evening programs, with the other responses divided almost evenly between "Too Much" and "Too Little," The mean rating of 3.0 does not reflect the fact that one-half of the station managers marked some response other than "3."

Table 34

(5) HOURS IN CATEGORY III - REPEATS OF EVENING

| | | NUMBER | PERCENTAGE |
|---|---|---|---|
| TOO MUCH | 1 | 4 | 3 |
| | 2 | 22 | 15 |
| | 3 | 73 | 50 |
| | 4 | 26 | 18 |
| TOO LITTLE | 5 | 1 | 1 |
| N.A. | | 19 | 13 |
| TOTAL | | 145 | 100 |

Mean Rating = 3.0

Station managers representing stations in the North Atlantic Region were more likely to respond toward the "Too Much" end on this question rather than "Too Little" (see Appendix A). In terms of Licensee, those station managers representing university operated stations were more likely to score this question toward the "Too Little" side than the "Too Much."

### (6) Category III - Station Services

The largest proportion of the station managers (66 percent) felt that about the right number of hours per week was being devoted to Category III - Station Services. There was a slight tendency, according to Table 35 shown below, to rate this question toward the "Too Little" side of the continuum. The mean rating of 3.1 also suggests this slight tendency to feel that some additional time might be given Category III - Station Services.

Table 35

(6) HOURS IN CATEGORY III - STATION SERVICES

| | | NUMBER | PERCENTAGE |
|---|---|---|---|
| TOO MUCH | 1 | 0 | 0 |
| | 2 | 9 | 6 |
| | 3 | 96 | 66 |
| | 4 | 21 | 15 |
| TOO LITTLE | 5 | 3 | 2 |
| N.A. | | 16 | 11 |
| | TOTAL | 145 | 100 |

Mean Rating = 3.1

An examination of the data in Appendix A suggests that there were only minor variations in the response of station managers when responses were classified according to Regions, Licensee or Population Groups.

b. Regardless of the hours in each category, please evaluate the Service Categories as a designation scheme.

(1) In terms of your own local scheduling, how valuable has the Service Category system proven?

About one-third of the station managers felt that the Service Category system had proven to be "Very Valuable" while 44 percent of the station managers felt that the new system was "Valuable, but still confusing to station staff" or "Of little value and hadn't helped in the understanding of the distinctions in PBS time utilization." A fairly large number of station managers did not respond to this question (21).

Table 36

EVALUATION OF SERVICE CATEGORIES

| | NUMBER | PERCENTAGE |
|---|---|---|
| a. Very valuable, it's helpful in integrating national and local schedules. | 48 | 34 |
| b. Valuable, but still confusing to station staff. | 38 | 26 |
| c. Of little value, it hasn't helped us in understanding the distinctions in PBS time utilization. | 27 | 18 |
| d. Other | 11 | 8 |
| N.A. | 21 | 14 |
| TOTAL | 145 | 100 |

(2) Service Category III includes hours for station services, daytime repeats of children's programming, and prime time repeats of Category I evening programs. With specific reference to the latter, how valuable were the Category III evening repeats of Category I programming during the Service Category system's initial full-blown trial in the fall?

Station managers generally considered the Category III evening repeats of Category I program on an experimental basis to have been either "Very valuable" or "Valuable" (23 percent and 32 percent checked "1" and "2," respectively). If the 23 percent of the station

Table 37

VALUE OF CATEGORY III EVENING REPEATS
OF CATEGORY I PROGRAMMING

| | NUMBER | PERCENTAGE |
|---|---|---|
| Very valuable, we were able to make extensive use of the evening repeat feeds. | 33 | 23 |
| Valuable, we were able to make some regular use of the evening repeat feeds. | 46 | 32 |
| Valuable concept, but due to our local schedule needs, we could make only a small, limited use of the evening repeat feeds. | 34 | 23 |
| Of little value, due to local scheduling, we couldn't use the repeat feeds at all. | 8 | 6 |
| Other | 2 | 1 |
| N.A. | 22 | 15 |
| TOTAL | 145 | 100 |

managers who said that it was valuable but they were unable to work it into the schedule are added in, it totals 78 percent, or almost four-fifths of the station managers, who were positive toward this type of programming.

There were some differences of opinion among the Regions as to the value of these repeats since 39 percent of the station managers in the North Atlantic Region responded "Very valuable" or "Valuable" as compared with 62 percent and 64 percent of the station managers who so responded in the Southeast and the West and Southwest Regions, respectively. According to Licensee, 31 percent of the station managers responded either "Very valuable" or "Valuable" as compared with 73 percent of the station managers who responded in a similar way for stations operated by school districts.

c. Within the Station Services hours of Category III, PBS provides the following:

(1) In Column A, please check those you regularly use.

The station managers reported that the services provided by PBS during Category III Station Service hours were used considerably with "Previews of Flagged Material," "Promo Reel Feeds" and "Previews of Programs" utilized most frequently. Somewhat less frequently, but still quite often, were "Press Previews," "FYI Feeds-Station" and "FYI Feeds of Instructional Programming."

Table 38

REGULAR USE OF PBS SERVICE DURING CATEGORY III STATION SERVICE HOURS

| | NUMBER | PERCENTAGE |
|---|---|---|
| Press Previews | 77 | 14 |
| FYI Feeds-Station | 74 | 13 |
| Previews of Flagged Material | 108 | 20 |
| Previews of Programs | 101 | 18 |
| Promo Reel Feeds | 112 | 20 |
| FYI Feeds of Instructional Programming | 81 | 15 |
| TOTAL | 553 | 100 |

(2) In Column B, please rank the relative importance to your station(s) of each of these services, regardless of which you use (1 = highest priority).

Shown below in Table 39 is a ranking of the same services identified in Table 38 but summarized according to the mean rating given these services by the station managers with "1" being the highest priority. There were two clear divisions with "Preview of Flagged Material," "Previews of Programs on Potentially Controversial Topics" and "Promo Reel Feeds" all being ranked about equally high while "Press Previews," "FYI Feeds of Other Station Products" and "FYI Feeds of Instructional Programming" were all ranked lower and almost equally in terms of a mean rating.

An examination of a further breakdown of the responses is found in Appendix A and discloses that the stations in the North Atlantic Region gave "Press Previews" the lowest rating (43 percent a "6"). In terms of Licensee, station managers representing community

Table 39

RANK OF PBS SERVICES REGARDLESS OF WHICH USED

| | MEAN RATING |
|---|---|
| Press Previews | 4.3 |
| FYI Feeds of Other Station Products | 4.5 |
| Previews of Flagged Material | 2.2 |
| Previews of Programs on Potentially Controversial Topics | 2.6 |
| Promo Reel Feeds | 2.6 |
| FYI Feeds of Instructional Programming | 4.4 |

stations gave "Press Previews" the most favorable response.

On the service "FYI Feeds of Other Station Products," there were no great differences regardless of how the information was categorized whether by Region, Licensee or Population Group. In regard to "Previews of Flagged Material," station managers in the Southeast Region gave this the highest priority rating of any of the regions with 70 percent of them scoring this either a "1" or "2."

In regard to the service "Preview of Programs on Potentially Controversial Topics," 62 percent of the managers representing state authority stations scored this either a "1" or "2." There were no other major differences on this service among the various ways of categorizing the responses. In regard to "Promo Reel Feeds" the station managers representing community operated stations gave this fairly high priority with 51 percent of them scoring it either a "1" or "2." So far as the service "FYI Feeds of Instructional Programming" there were no great differences when responses from the managers were classified according to Regions, Licensee or Population Groups.

> (3) If there are any other station services you would like to have please note them.

The responses to this question will be found in Appendix A. An examination of the information indicates no clear clustering of other station services desired although in-service for station staff is among those which is mentioned rather frequently.

2. Offering and Proposals

Offerings

> Efforts continue at PBS to diversify the input into the national program service. In a period of limited funding, that has often meant accepting individual programs or short series from stations without paying for more than occasional and limited step-up fees.
>
> a. Do you feel that the national program service has reflected the desired diversity of input from the individual local stations in the system?

A majority of the station managers (56 percent responded "Yes") indicated that there was diversity of input from local stations but a fairly large percentage also said "No" (40 percent).

Table 40

DIVERSITY OF INPUT FROM INDIVIDUAL LOCAL STATIONS

| RESPONSE | NUMBER | PERCENTAGE |
|---|---|---|
| YES | 81 | 56 |
| NO | 58 | 40 |
| QUALIFIED | 3 | 2 |
| N.A. | 3 | 2 |
| TOTAL | 145 | 100 |

The responses to this question differed according to where the station managers were located with 55 percent in the Southeast Region responding "No" while in the West and Southwest Region 78 percent responded "Yes" as found in Appendix A. Appendix A also includes reasons given by some of those who responded "No."

b. Has there been any significant falling-off of quality as a result of the diversification of station input?

As a further extension of the matter of diversification, Table 41 summarizes the responses of station managers in regard to whether there had been a significant falling-off of quality as a result of the diversified station input. A majority of the responses were "No" (60 percent) although almost a third did say "Yes" (32 percent).

Table 41

SIGNIFICANT FALLING-OFF OF QUALITY AS A RESULT OF DIVERSIFIED STATION INPUT

| RESPONSE | NUMBER | PERCENTAGE |
|---|---|---|
| YES | 46 | 32 |
| NO | 89 | 60 |
| QUALIFIED | 5 | 4 |
| N.A. | 5 | 4 |
| TOTAL | 145 | 100 |

Appendix A gives a breakdown of the responses according to Region, Licensee and Population Groups; however, there were no particular variances among these different ways of classifying the responses. Appendix A also includes some of the "Qualified" answers to this question.

c. Has your station offered a program to PBS for distribution in the past year?

A further question in regard to diversification was to discover how many stations had offered a program to PBS for distribution in the past year. Table 42 indicates that there was an equal division of stations which offered programs as opposed to those which did not (72 "Yes" or 50 percent as compared with 71 "No" or 49 percent).

Table 42

NUMBER OF STATIONS OFFERING PROGRAMS TO PBS

| RESPONSE | NUMBER | PERCENTAGE |
|---|---|---|
| YES | 72 | 50 |
| NO | 71 | 49 |
| N.A. | 2 | 1 |
| TOTAL | 145 | 100 |

Stations offering programs varied according to regions of the country (see Appendix A). For example, 71 percent of the stations in the North Atlantic Region had offered programs to PBS for distribution compared with only 37 percent of the stations in the Great Lakes and Plains Region who had done so.

d. If (c) is "Yes," please complete the following:

(1) Were the mechanics of initial processing (notification of receipt, processing of program submission form, tape processing, etc.) handled by PBS efficiently and quickly?

For those stations which had offered a program or programs to PBS for distribution in the past year, a series of additional questions were asked. Of the 72 stations which had offered programs, Table 43 indicates that 71 percent of them felt that the mechanics of initial processing (notification of receipt, processing of program submission form, tape processing, etc.) were handled efficiently and quickly.

Table 43

MECHANICS OF INITIAL PROCESSING BY PBS
HANDLED EFFICIENTLY AND QUICKLY?

| RESPONSE | NUMBER | PERCENTAGE |
|---|---|---|
| YES | 51 | 71 |
| NO | 21 | 29 |
| TOTAL | 72 | 100 |

Station managers in the Southeast Region were least positive in regard to this question with 59 percent of them reporting "Yes" and 41 percent "No" while the Great Lakes and Plains Region was most favorable (79 percent said "Yes) according to Appendix A.

(2) Was a judgment on acceptance made without unnecessary delay, considering the particular circumstances of the offer (timing, relation to scheduling decisions, funding, etc.)?

A second question asked of those station managers who had offered programs was whether the judgment on acceptance of the program was made without unnecessary delay considering the circumstances of the offering (timing, relation to scheduling decisions, funding, etc.) to which two-thirds responded with a "Yes."

Table 44

JUDGMENT OR ACCEPTANCE MADE WITHOUT UNNECESSARY DELAY?

| RESPONSE | NUMBER | PERCENTAGE |
|---|---|---|
| YES | 48 | 67 |
| NO | 24 | 33 |
| TOTAL | 72 | 100 |

According to the data found in Appendix A, the Great Lakes Region was the most positive with 79 percent of the station managers responding with a "Yes." Appendix A also includes explanations as to why "No" responses were made.

(3) Was the PBS staff involved courteous and helpful during the offering process?

A further question put to the 72 station managers who had offered programs was whether the PBS staff involved was courteous and helpful during the offering process. There was an overwhelming positive response to this question with only four of the station managers out of the 72 reporting a "No."

Table 45

PBS STAFF COURTEOUS AND HELPFUL
DURING OFFERING PROCESS?

| RESPONSE | NUMBER | PERCENTAGE |
|---|---|---|
| YES | 68 | 94 |
| NO | 4 | 6 |
| TOTAL | 72 | 100 |

An examination of the breakdown of the data in Appendix A discloses no great differences among the Regions in response to the question on courtesy.

(4) Was constructive and useful discussion of the program, whatever the actual decision, offered by PBS staff?

A final question asked the station managers who offered programs was whether there was constructive and useful discussion of the program whatever the decision of the PBS staff. Again the responses were very positive with slightly more than three-fourths of the managers (76 percent) indicating a "Yes."

The West and Southwest Region gave the most favorable response to this question with 84 percent of the station managers replying "Yes" according to Appendix A. One of the reasons frequently given for a "No" response was a long delay in receiving any kind of word from the PBS staff about acceptance or rejection.

Table 46

CONSTRUCTIVE AND USEFUL DISCUSSION BY PBS STAFF

| RESPONSE | NUMBER | PERCENTAGE |
|---|---|---|
| YES | 55 | 76 |
| NO | 17 | 24 |
| TOTAL | 72 | 100 |

## Proposals

> The processing of program proposals is another area of activity. Though the bulk of these are dealt with in the basic planning for the season, others come in during the year. The following questions deal with the processing of program proposals, as opposed to actual finished programs.
>
> e. Do you feel that the current procedure for processing program proposals has assured proper quality in the national programming?

The initial question under the processing of proposals pertains to the current procedure for processing program proposals and whether it assured proper quality control in the national programming. Slightly over one-half of the station managers said "Yes" but a significant number of such individuals did not give an answer to this question (31 managers or 21 percent).

When one examines the responses of the station managers according to Region, it is found that 36 percent of the station managers in the North Atlantic Region reported a "No" while 10 percent of the station managers in the West and Southwest Region so reported. Appendix A also contains explanations for "No" responses including a number of references to what the station managers considered to be confusion as to the current PBS and CPB policies and procedures for processing program proposals.

Table 47

CURRENT PROCEDURES FOR PROCESSING
PROGRAM PROPOSALS ASSURE QUALITY

| RESPONSE | NUMBER | PERCENTAGE |
|---|---|---|
| YES | 77 | 53 |
| NO | 37 | 26 |
| N.A. | 31 | 21 |
| TOTAL | 145 | 100 |

f. Do you feel that the current procedure for processing program proposals assures proper diversity in the national program service?

Another question in regard to the processing of program proposals dealt with how the station managers felt about current procedures for processing program proposals to assure proper diversity in the national program service. Slightly less than one-half of the station managers gave this question a "Yes" and almost one-third of them said "No."

The Southeast Region station managers gave this question a "Yes" response (58 percent) while those in the Great Plains Region were almost equally divided between "Yes" and "No" (34 percent in each response) according to Appendix A.

Table 48

DO CURRENT PROCEDURES ASSURE PROPER DIVERSITY?

| RESPONSE | NUMBER | PERCENTAGE |
|---|---|---|
| YES | 70 | 48 |
| NO | 47 | 32 |
| QUALIFIED | 8 | 6 |
| N.A. | 20 | 14 |
| TOTAL | 145 | 100 |

g. Did your station submit one or more proposals for funding during the past year?

A further question in regard to proposals was to ascertain the number of stations which had actually submitted one ore more proposals for funding during the past year. Stations were equally divided with 72 responding "Yes" and 73 responding "No"to this question.

In a further breakdown of the responses to this question in Appendix A, the North Atlantic Region is found to have submitted the most proposals for funding (64 percent) while the stations in the West and Southwest Region submitted the least (54 percent).

Table 49

NUMBER OF STATIONS SUBMITTING PROPOSALS
FOR FUNDING DURING PAST YEAR

| RESPONSE | NUMBER | PERCENTAGE |
|---|---|---|
| YES | 72 | 50 |
| NO | 73 | 50 |
| TOTAL | 145 | 100 |

h. If (e) is "Yes":

(1) Which of the following happened to it:

(a) ____It was funded. (Give source) ______________
(b) ____It was deferred pending further funds.
(c) ____It was rejected.
(d) ____It was accepted, provided other funding could be found.
(e) ____No action was taken.
(f) ____Other (Specify) ____________________________

Of the 72 stations which had submitted proposals for funding, Table 50 indicates the actions taken. It shows 23 proposals funded representing 24 percent of those submitted and that funding in all cases except one involved CPB solely or in cooperation with another funding agency.

Table 50

ACTION TAKEN ON PROPOSALS FOR FUNDING

| | NUMBER | PERCENTAGE |
|---|---|---|
| It was funded. | 23* | 24 |
| It was deferred pending further funds. | 22 | 23 |
| It was rejected. | 26 | 27 |
| It was accepted, provided other funding could be found. | 7 | 7 |
| No action was taken. | 15 | 15 |
| Other | 4 | 4 |
| TOTAL | 97 | 100 |

*Funding for 23 proposals

| | |
|---|---|
| CPB | 17 |
| CPB and Ford Foundation | 3 |
| CPB and CEN | 1 |
| CPB and Humble Oil | 1 |
| PBS Small State Group | 1 |
| | 23 |

(2) Was your proposal processed efficiently and promptly by PBS and CPB staffs?

A little under two-thirds of the station managers said they felt that funding proposals were processed efficiently and promptly by PBS and CPB staffs as shown in Table 51.

While 76 percent of the station managers in the Southeast responded with a "Yes" to this question, the station managers in the Great Lakes and Plains Region were equally divided in their responses between "Yes" and "No" according to Appendix A. In the comments found in Appendix A, many "No" responses indicated long delays or complete lack of response to their requests for funding.

Table 51

PROPOSAL PROCESSED EFFICIENTLY AND PROMPTLY
BY PBS AND CPB STAFFS?

| RESPONSE | NUMBER | PERCENTAGE |
|---|---|---|
| YES | 46 | 64 |
| NO | 26 | 36 |
| TOTAL | 72 | 100 |

3. Research and Evaluation

   a. At the end of each program season all station program managers are surveyed to evaluate the quality of the overall national service and the individual series within it during that season.

      (1) Who at your station(s) participates in the completion of the seasonal survey forms? (Check or add as many as apply.)

The individuals who participated in the survey to evaluate quality of the overall national service and the individual series within it during that season included the program manager in addition to the station manager as shown in Table 52. Participating somewhat less frequently are the public information officer and operations manager. Other individuals were identified as participating quite infrequently.

Table 52

WHO PARTICIPATES IN COMPLETION SEASONAL SURVEY FORMS?

| PARTICIPANT | NUMBER | PERCENTAGE |
|---|---|---|
| Station Manager | 85 | 25 |
| Program Manager | 129 | 38 |
| Public Information Officer | 47 | 14 |
| Operations Manager | 28 | 8 |
| Producers | 15 | 4 |
| Minority Station staff members | 11 | 3 |
| Station Board members | 2 | 1 |
| Friends' groups or other members of the public | 5 | 2 |
| Others | 16 | 5 |
| TOTAL | 338 | 100 |

Appendix A lists a variety of other individuals identified under the "Other" category by the station managers.

(2) What tools are used in responding to the seasonal survey?

Table 53 deals with the tools that are used in responding to the seasonal survey. The two most frequently used evaluation devices are "Individual Judgments" by 132 stations (38 percent of the total responses) and the "Formal Monitoring of Telephone Calls and/or Mail Responses" which was identified by 82 station managers (24 percent of the total responses).

Appendix A includes the identification of many other techniques which were classified under "Other."

Table 53

TOOLS USED IN RESPONDING TO SEASONAL SURVEY

| | NUMBER | PERCENTAGE |
|---|---|---|
| Individual subjective judgments | 132 | 38 |
| Regular commercial audience measurement reports | 36 | 10 |
| Occasional, unsolicited audience studies | 58 | 17 |
| Formal monitoring of telephone calls and/or mail responses | 82 | 24 |
| Other | 37 | 11 |
| TOTAL | 345 | 100 |

(3) How much time would you estimate it takes to complete the forms for a given survey?

The question was raised as to how much time is required to complete this seasonal survey form. There was a range all the way from one hour to 10 hours or over according to Table 54, but 50 percent of the station managers reported that it required either two, three or four hours to complete the survey.

Table 54

TIME TO COMPLETE SURVEY

| HOURS | NUMBER | PERCENTAGE |
|---|---|---|
| 1 | 5 | 3 |
| 2 | 23 | 16 |
| 3 | 24 | 17 |
| 4 | 28 | 19 |
| 5 | 18 | 12 |
| 6 | 15 | 10 |
| 7 | 1 | 1 |
| 8 | 7 | 5 |
| 9 | 0 | 0 |
| 10 or over | 13 | 9 |
| N.A. | 11 | 9 |
| TOTAL | 145 | 100 |

b. During the past year PBS has subscribed to a limited amount of commercially supplied audience data. These materials have been used only in conjunction with all other aspects of the evaluation process and as such have not been widely disseminated. However, as the range of possibly available material expands, it has occurred to PBS that stations might find it useful to have some of the data.

Station managers were asked to indicate which of the reports they would be interested in receiving if any or all could be made available to them. As Table 55 indicates, station managers would like to have all the audience data studies indicated but with highest priority placed on "Seasonal averages of national ratings for PBS program" and "Annual PBS program profiles by selected audience demographics and characteristics."

Table 55

COMMERCIALLY SUPPLIED AUDIENCE DATA
DESIRED BY STATION MANAGERS

| | NUMBER | PERCENTAGE |
|---|---|---|
| Seasonal averages of national ratings for PBS programs. | 125 | 29 |
| Annual PBS program profiles by selected audience demographics and characteristics. | 115 | 27 |
| Tri-annual (November, March, May) compilation of Top 50 Communities: Prime time viewing levels. | 95 | 22 |
| Weekly cumulative audience reach (circulation). | 96 | 22 |
| TOTAL | 431 | 100 |

4. ITV

Since September, 1972, PBS has been distributing a monthly memorandum for ITV Directors and since October, PBS has been regularly scheduling monthly closed circuit TV information feeds.

a. Monthly ITV Memorandum

(1) Does (do) your station(s) make use of the monthly ITV memorandum?

The first question raised with station managers in regard to the Monthly ITV Memorandum was to ascertain the number of stations making use of it. A large percentage (105 out of the 145 stations) reported making use of this closed-circuit TV information feed.

According to Appendix A, the greatest users are located in the Southeast Region where 85 percent so reported while the least use is made of it in the North Atlantic Region where 32 percent of the station managers replied "No."

Table 56

NUMBER OF STATIONS MAKING USE OF MONTHLY ITV MEMORANDUM

| RESPONSE | NUMBER | PERCENTAGE |
|---|---|---|
| YES | 106 | 73 |
| NO | 39 | 27 |
| TOTAL | 145 | 100 |

(2) How valuable do you feel the memorandum is?

The 106 stations making use of this information feed responded to the next question as to how valuable they felt it was. Responses were on a continuum with "Very valuable" being a "1" while "Of no value" was a "5." Of the 106 stations which are using the material, 52 percent of the station managers responded with either a "1" or "2" which is toward the valuable end of the scale. No station manager marked it a "5" which would have been "Of no value." The mean rating of 2.4 supports the idea that station managers generally found this information feed to be valuable.

An examination of further breakdown of data in Appendix A indicates that station managers in the Southeast Region felt that this information feed was most valuable with 68 percent of them giving it either a "1" or "2."

Table 57

HOW VALUABLE IS MONTHLY ITV MEMORANDUM?

| RESPONSE | | | NUMBER | PERCENTAGE |
|---|---|---|---|---|
| VERY VALUABLE | 1 | | 17 | 16 |
| | 2 | | 38 | 36 |
| | 3 | | 42 | 40 |
| | 4 | | 9 | 8 |
| OF NO VALUE | 5 | | 0 | 0 |
| | | TOTAL | 106 | 100 |

Mean Rating = 2.4

> (3) In what ways does (do) your station(s) make use of the memorandum? (Check or add as many as apply)

The 106 stations were asked further to indicate the use which they made of the monthly ITV memorandum and about the same number used it with "ITV Advisory Boards," "School Superintendents" and "The Education Community at Large."

Table 58

USE MADE OF MONTHLY ITV MEMORANDUM

| PERSON(S) ALERTED | NUMBER | PERCENTAGE |
|---|---|---|
| ITV Advisory Boards | 62 | 31 |
| School Superintendents | 54 | 27 |
| Education Community at Large | 61 | 30 |
| Other | 24 | 12 |
| TOTAL | 201 | 100 |

(4) What improvements, if any, would you suggest for the memorandum?

All of the suggestions for improvement are found in Appendix A. There were few, if any, improvements of a particular type which were mentioned more frequently than others although such comments as being "more specific" and "more detailed" were involved in several of the comments.

b. ITV Information Feeds

(1) Does (do) your station(s) make use of the ITV information feeds?

According to Table 59 below, a little over two-thirds of the station managers reported using the ITV information feeds (69 percent).

An examination of the data in Appendix A indicates that in terms of Region, the Southeast Region was the greatest user of the ITV information feeds with 82 percent so reporting.

Table 59

STATION USING ITV INFORMATION FEEDS

| RESPONSE | NUMBER | PERCENTAGE |
|---|---|---|
| YES | 100 | 69 |
| NO | 45 | 31 |
| TOTAL | 145 | 100 |

(2) How valuable do you feel the information feeds are?

Over one-half of the station managers marked either "1" or "2" which is toward the "Very valuable" end of the scale. Not one station manager scored this item a "5" or "Of no value." The mean rating of 2.4 on this item also indicates the movement toward the "Valuable" side on this question.

Table 60

VALUE OF ITV INFORMATION FEEDS

| | | NUMBER | PERCENTAGE |
|---|---|---|---|
| VERY VALUABLE | 1 | 16 | 16 |
| | 2 | 40 | 40 |
| | 3 | 33 | 33 |
| | 4 | 11 | 11 |
| NO VALUE | 5 | 0 | 0 |
| | TOTAL | 100 | 100 |

Mean Rating = 2.4

The Southeast Region responded most favorably of any of the Regions to this question with 67 percent of the station managers giving it either a "1" or "2."

(3) If (1) is "Yes," in what ways does (do) your station(s) make use of the feeds? (Check or add as many as apply)

Of the 100 stations which responded with a "Yes" to question (1) above, the three ITV information feeds identified were each used by approximately one-half of the stations with the greatest use being made "For station staff enrichment."

Table 61

WAYS IN WHICH ITV INFORMATION FEEDS USED

| RESPONSE | NUMBER | PERCENTAGE |
|---|---|---|
| To form viewing groups | 44 | 25 |
| For station staff enrichment | 64 | 36 |
| For educational community enrichment | 53 | 30 |
| Other (please specify) | 16 | 9 |
| TOTAL | 177 | 100 |

In Appendix A will be found a further breakdown of the information according to different classifications along with explorations of those station managers who gave an "Other" response. A number of the station managers reported that the ITV information feeds were also used with state department and local school personnel.

(4) What subject areas would you like to see covered in future ITV information feeds?

Appendix A lists all the responses to this question which were rather heterogeneous although a number did suggest such future feeds as adult education, in-service education, open university courses and specific subject-matter fields.

c. General ITV

(1) Do you feel there are any other ways in which PBS's programming ITV staff could further assist your local, state or regional ITV efforts? (Check or add as many as apply)

Station managers checked the "ITV activities information exchange" as a further service which they would most like to see PBS Programming staff offer (79 of the 100 responding to this section so identifying it). The other two services identified were also considered to be desirable by the station managers with well over half of them responding positively to this question.

Table 62

OTHER WAYS PBS PROGRAMMING ITV STAFF COULD FURTHER ASSIST

| | NUMBER | PERCENTAGE |
|---|---|---|
| Systematic provision of student and teacher guides | 63 | 24 |
| Systematic provision of other supplementary materials | 57 | 22 |
| ITV activities information exchange | 79 | 30 |
| Other | 34 | 13 |
| None | 28 | 11 |
| TOTAL | 261 | 100 |

In Appendix A will be found the requests of those station managers who checked "Other" with such items as teacher guides and the development of some type of master catalog of ITV programming being mentioned several times.

C. Network Operations

1. What is the minimum length of black necessary between the PBS LOGO and PROMO for you to make a clean cut:

Slightly over one-half of the station managers preferred two seconds (51 percent) with twice as many believing that three seconds was necessary rather than one second (29 percent to 14 percent, respectively).

Table 63

MINIMUM LENGTH OF BLACK NECESSARY
BETWEEN PBS LOGO AND PROMO

| SECONDS | NUMBER | PERCENTAGE |
|---|---|---|
| :01 | 22 | 14 |
| :02 | 73 | 51 |
| :03 | 42 | 29 |
| N.A. | 8 | 6 |
| TOTAL | 145 | 100 |

Further breakdown of the data found in Appendix A does not disclose any major differences according to station classifications.

2. How many days in advance of air is your air log prepared?

There was a wide range of response to this question from one day to seven or more days but over one-half of the station managers reported some combination of one or two days. The percentage of stations preparing air logs three days or more in advance of air time dropped rapidly.

Table 64

DAYS IN ADVANCE AIR LOG PREPARED

| DAYS | NUMBER | PERCENTAGE |
|---|---|---|
| One | 36 | 23 |
| One-two | 11 | 8 |
| Two | 32 | 22 |
| One-three | 13 | 9 |
| Three | 14 | 10 |
| Four | 6 | 4 |
| Three-five | 7 | 5 |
| Five | 3 | 2 |
| Seven or more | 17 | 12 |
| N.A. | 6 | 5 |
| TOTAL | 145 | 100 |

Those stations licensed to a state authority were mose likely to identify "seven or more days" with 26 percent of them indicating this length of time.

3. Should the PBS LOGO be a separate item on the operation logs, as it now is, or would you rather see it incorporated in the program length?

Almost two-thirds of the station managers preferred a change from current practice of incorporating the PBS LOGO as a part of the operation log.

Table 65

PBS LOGO SEPARATE OR INCORPORATED

| | NUMBER | PERCENTAGE |
|---|---|---|
| SEPARATE | 42 | 28 |
| INCORPORATED | 92 | 64 |
| N.A. | 11 | 8 |
| TOTAL | 145 | 100 |

Appendix A includes a further breakdown of the responses to this question including some explanation of the "No Answer" group many of whom indicated that they didn't care which decision was made just so that the practice adopted was followed consistently.

4. Is the information on the videograph sufficient?

Over three-fourths of the station managers felt that there was sufficient information on the videograph (78 percent).

A further analysis of the information in Appendix A discloses no major differences among station classifications but does include some explanations of the eleven "No" answers to this question.

Table 66

SUFFICIENT INFORMATION ON VIDEOGRAPH

| | NUMBER | PERCENTAGE |
|---|---|---|
| YES | 114 | 78 |
| NO | 11 | 8 |
| N.A. | 20 | 15 |
| TOTAL | 145 | 100 |

## D. Station Relations

1. Are visits from PBS Station Relations staff helpful?

Over two-thirds of the station managers (69 percent) scored this question either "1" or "2" which along with the mean rating of 2.0 indicates that visits from PBS Station Relations staff are considered to be "Very helpful." Only three station managers, or two percent, gave this question a "5" or "Not helpful."

There were no major differences among station responses classified in different ways as found in Appendix A. Appendix A also includes a breakdown of ratings by the Top Ten stations on this question.

Table 67

ARE VISITS FROM PBS STATION RELATIONS STAFF HELPFUL?

| | | NUMBER | PERCENTAGE |
|---|---|---|---|
| VERY HELPFUL | 1 | 56 | 39 |
| | 2 | 44 | 30 |
| | 3 | 23 | 16 |
| | 4 | 13 | 9 |
| NOT HELPFUL | 5 | 3 | 2 |
| N.A. | | 6 | 4 |
| | TOTAL | 145 | 100 |

Mean Rating = 2.0

2. How frequently should these visits be made?

The station managers were overwhelmingly positive in their response that visits by PBS Station Relations staff should be at least once a year if not more frequently (63 percent indicating "Annually" and 30 percent "More frequently"). Only four station managers, or three percent, responded with a "Never" to this question.

Those station managers in the West and Southwest Region recorded the largest response to an annual visit (71 percent) of any of the Regions while 36 percent of the station managers in the North Atlantic Region marked "More frequently" according to Appendix A.

Table 68

FREQUENCY OF VISITS BY PBS STATION RELATIONS STAFF

| | NUMBER | PERCENTAGE |
|---|---|---|
| ANNUALLY | 91 | 63 |
| MORE FREQUENTLY | 44 | 30 |
| LESS FREQUENTLY | 4 | 3 |
| NEVER | 4 | 3 |
| N.A. | 2 | 1 |
| TOTAL | 145 | 100 |

3. How might Station Relations visits be improved?

All of the responses given to this question are summarized according to Region in Appendix A. Such feelings were frequently expressed as the visit should be "more structured" or that there should be "an agenda" in the way of preparation. Many station managers felt that more time should be spent on the visit and others felt that there should be some type of formal follow-up after the visit.

4. Is Station Relations staff responsive to inquiries by mail, DACs or phone?

There was an almost unanimous affirmative response to this particular question dealing with the responsiveness of Station Relations staff with 97 percent of the station managers giving it a "Yes." There were only two station managers who gave it an unqualified "No."

All of the station managers in the Great Lakes and Plains Region and the West and Southwest Region gave this answer a 100 percent

"Yes" response.

Table 69

RESPONSIVENESS OF STATIONS RELATIONS STAFF

| | NUMBER | PERCENTAGE |
|---|---|---|
| YES | 139 | 97 |
| NO | 2 | 1 |
| SOMETIMES | 2 | 1 |
| N.A. | 2 | 1 |
| TOTAL | 145 | 100 |

5. Is the PBS Guide to Staff and Services useful to your staff?

Eighty-five percent of the station managers gave this question either a "1" or "2" indicating that the Guide is "Very useful." The mean rating of 1.6 on this question confirms that the station managers felt that the Guide was very useful.

Appendix A discloses no great differences according to how stations are classified and includes responses tabulated according to the Top Ten stations.

Table 70

USEFULNESS OF PBS GUIDE TO STAFF AND SERVICES

| | | | NUMBER | PERCENTAGE |
|---|---|---|---|---|
| VERY USEFUL | 1 | | 75 | 52 |
| | 2 | | 48 | 33 |
| | 3 | | 17 | 12 |
| | 4 | | 2 | 1 |
| NOT USEFUL | 5 | | 1 | 1 |
| N.A. | | | 2 | 1 |
| | | TOTAL | 145 | 100 |

6. How might the Guide be improved?

Appendix A includes all of the responses to the question of how the Guide might be improved; such suggestions as a better index, more information about PBS personnel, and a change of format to make it fit in the 8 ½ x 11 inch notebook were made.

7. Please suggest other ways in which Station Relations might improve service to your station?

Responses to this question are found in Appendix A, and they include such suggestions as keeping the stations better informed as to what is going on around the country and providing station directories.

## E. Engineering and Technical Operations

1. What areas of improvement would you suggest for the technical quality of the origination of the interconnection (if you are an interconnected station)?

Of the 126 stations which consider themselves to be interconnected, 85 of them indicated that "Technical quality is satisfactory." Some station managers who checked this response also checked some of the other responses which were items needing improvement. Although improvements were suggested, it would appear that technical quality was generally considered to be satisfactory.

Table 71

AREAS OF IMPROVEMENT FOR THE TECHNICAL QUALITY OF ORIGINATION OR INTERCONNECTION

| | NUMBER | PERCENTAGE |
|---|---|---|
| Technical quality is satisfactory | 85 | 48 |
| Significant improvements are needed with regard to: | | |
| Transmission impairments of the interconnection | 28 | 16 |
| Responsiveness of PBS Technical Center Transmission Operations to calls from stations | 5 | 3 |
| Smoothness of continuity switching | 13 | 8 |
| Other | 43 | 25 |
| TOTAL | 174 | 100 |

Appendix A includes a breakdown of responses according to Region and also an explanation of the station managers who identified "Other." A considerable number of station managers identified both audio and video difficulties although in most cases they believed the problems to be with the common carrier and not with PBS.

2. What areas of improvement would you suggest for technical quality of video tapes shipped if you are not interconnected.

Appendix A indicates that non-interconnected stations are generally quite satisfied with the technical quality of the video tapes being shipped to them with the exception of some stations located outside the continental United States whose materials apparently are dubbed by some other source than PBS.

## F. Public Information

1. How would you characterize the value of the information service package you are receiving?

A majority of the station managers felt that the information service package is valuable as indicated by the fact that 55 percent of them responded with either a "1" or "2." The mean rating of 2.3 also confirms the feeling that the package was considered useful. Only two station managers out of the 145 responded with a "5" or "Useless" response.

Appendix A indicates that so far as the Licensee was concerned, those operated by state authorities gave the largest response to "1" (39 percent) of any of the Licensee groups.

Table 72

VALUE OF INFORMATION SERVICE PACKAGE

| | | NUMBER | PERCENTAGE |
|---|---|---|---|
| VERY USEFUL | 1 | 35 | 24 |
| | 2 | 45 | 31 |
| | 3 | 45 | 31 |
| | 4 | 14 | 10 |
| USELESS | 5 | 2 | 1 |
| N.A. | | 4 | 3 |
| | TOTAL | 145 | 100 |

Mean Rating = 2.3

2. How would you rate the 1972 fall national commercial television advertising campaign for PBS programming?

Station managers generally felt the advertising campaign was on the successful side with 37 percent of them scoring this question either a "1" or "2" and 28 percent responded "3." However, the same percentage of station managers scored this question a "5" "Unsuccessful" as gave it a "1" "Very successful" (10 and 11 percent, respectively).

When stations were examined according to Licensee, as shown in Appendix A, those operated by school districts felt that the campaign was slightly less successful than did other types of Licensee holders.

Table 73

SUCCESS OF 1972 FALL NATIONAL COMMERCIAL TELEVISION ADVERTISING CAMPAIGN

| | | NUMBER | PERCENTAGE |
|---|---|---|---|
| VERY SUCCESSFUL | 1 | 16 | 11 |
| | 2 | 38 | 26 |
| | 3 | 40 | 28 |
| | 4 | 31 | 21 |
| UNSUCCESSFUL | 5 | 14 | 10 |
| N.A. | | 6 | 4 |
| TOTAL | | 145 | 100 |

Mean Rating = 2.9

3. Would you recommend a similar television campaign (select one):

Over one-half of the station managers felt that the campaign should be repeated at the beginning of each of the three major seasons (59 percent). However, almost an equal number of station managers felt that it should be conducted only in the fall as felt it should be discontinued (21 percent and 19 percent, respectively).

In Appendix A, very close agreement is indicated regardless of how the stations are classified.

Table 74

SHOULD SIMILAR COMMERCIAL TELEVISION CAMPAIGNS BE CONDUCTED

| | NUMBER | PERCENTAGE |
|---|---|---|
| Be repeated at the beginning of each of the three major seasons (October, January, June). | 81 | 55 |
| Be conducted only in the fall. | 30 | 21 |
| Be discontinued. | 27 | 19 |
| N.A. | 7 | 5 |
| TOTAL | 145 | 100 |

4. Please list in order the value of the services provided by PBS's Office of Public Information: (1 = highest value)

Four services were responded to somewhat similarly and given the highest ratings by the station managers. They were "Press information (press releases, pictures, etc.)," "On-air promo slides," "Listings/Art for Program Guides" and "Press kits" all of which received mean ratings of 1.9, 3.1, 3.8 and 4.2, respectively. All the other services received mean ratings of 5.1 or greater.

There were no great differences by region or population groups as to the value accorded the Public Information services as shown in Appendix A. There are a number of unsolicited comments found in Appendix A in regard to the Office of Public Information.

Table 75

VALUE OF SERVICES PROVIDED BY PBS
OFFICE OF PUBLIC INFORMATION

| SERVICE | MEAN RATING |
|---|---|
| Advertising mats/proofs | 5.8 |
| Listings/Art for Program Guides | 3.8 |
| On-air promo slides | 3.1 |
| Posters | 5.9 |
| Press information (press releases, pictures, etc.) | 1.9 |
| Press kits | 4.2 |
| Print advertisements | 5.1 |
| Television advertisements | 5.5 |

5. How would you rate the current print advertisement process?

This question was responded to by only the station managers serving the Ten Top Population Markets. One-half of these station managers rated the current print advertising campaign as "Fair."

In Appendix A there are a number of comments by the station managers concerning the print advertisement campaign including comments about the quality of both the copy as well as the photos which were provided.

Table 76

RATING OF CURRENT PRINT ADVERTISEMENT PROCESS BY BIG 10 STATIONS

| RATING | STATIONS |
|---|---|
| EXCELLENT | 3 |
| GOOD | 2 |
| FAIR | 5 |
| POOR | 0 |
| TOTAL | 10 |

# SUMMARY

A brief summary is presented below of the various findings from this survey. It is an attempt to draw together the general conclusions from the various questions asked.

The current survey indicates that the station managers rated the general balance and development of the national schedule toward the "Very Good" end of the scale although the mean rating was not quite as favorable for this year as it was for the 1972 survey. The overall quality was also rated less high for 1972-73 than for the 1971-72 season with station managers indicating that a part of the problem was probably related to the financial support situation and a comment that several other station managers made was that there were no "block busters" this year.

The PBS series which was considered to be of most value to the overall schedule for the 1972 calendar was "Masterpiece Theatre" followed by "Sesame Street" and "The Electric Company." The series of marginal value was "Thirty Minutes With" followed by "Convention Coverage," "Critic At Large," "The Just Generation" and "Black Journal" all of which were clustered quite closely together.

Station managers were asked to respond to a list of series grouped according to general content categories. It was felt that about the right amount of hours had been devoted to cultural programming, too little to educative (informal) and about the right amount of attention to public affairs.

Station managers were asked to evaluate the program mix in the context of goals for public television and to consider the amount and scope of specialized target audience programming in the overall national service. Station managers felt that there was too little specialized target audience programming while about the right proportion of time was devoted to children's programming. Station managers felt that target audiences which might be included were "elderly, aging and senior citizens," "teenage" and "adults." Suggested program topics for subject matter areas were "adult education," "social problems," "medical and health education" and "women, homemaking." In response to what might be deleted for the additional programs dealing with either target audience or subject areas, most station managers felt that there should not be any substitutions for current programs but rather that programs should be added to give more alternatives.

Station managers recognized the need to find other and better directions for public affairs and indicated their willingness to participate in studies to identify new directions including the answering of questionnaires, participating in seminars and assisting in experimental productions. Among the choices proposed for dealing with public affairs, a large proportion of the station managers was favorable to a regular public affairs matrixed program. They also were positive toward the inclusion of an Ombudsman although a number questioned whether it was actually feasible; they also supported a "weekly for-the-record program."

Station managers evidenced considerable difference of opinion as to whether PBS should provide a national ITV service, although there was a slight majority of station managers who considered such a service desirable. The comments of a number of station managers indicated that they believed ITV programs should be developed at the local level so that there would be greater responsiveness to local needs. When the station managers were requested to indicate some subjects which might be offered by ETV, such areas as "adult and continuing education" were rated high along with "G.E.D. and high school equivalency." The "humanities" and "history" were subjects which rated next highest.

Of the 126 stations which considered themselves to be interconnected, three-fourths of them were on the air six nights per week as of January, 1972; and of the 31 stations not on the air six nights per week at that time, 22 stations have since moved to such a schedule and all reported being influenced to do so by the PBS move. There were only 32 of the 126 stations which were on the air on Saturday morning as of January, 1972, and of the 26 stations which moved to Saturday, 24 of them said that such a move was prompted by PBS. There were 52 of the 126 stations that were on the air seven nights per week before January, 1972, and 26 of these 52 stations moved to seven nights per week with 25 of them indicating the move was the result of the PBS schedule.

The station managers were asked to respond to various types of ways in which the basic program services offered by PBS on a single interconnection system might best suit their needs. The station managers gave the highest priority to "maintenance of the current proportions in 'modified real time' service" and quite high priority to "increase in the proportion of 'real time' service and a decrease in the proportion of 'non-real time' service" and "reduction of the proportion of 'real time' service for an increase in the proportion of 'non-real time' service." There was almost unanimous agreement that the "elimination of all interconnected service for complete replacement by tape distribution service" was rated at the bottom of the various options. Many of the station managers responded to no more than the first three options since they considered all of the other alternatives to be unacceptable.

Station managers attached little importance to a second interconnection system at this time. Of the 23 station managers who felt that a second interconnection system was desirable, the largest percentage felt that it should be initiated in 1974.

Because of the significance of cable television, station managers were asked to indicate the number of cable systems which carried their signal; and the number varied from "none" to "100 or over" but with the greatest concentration believed one to 15 cable systems. There is a minimum number of formal relationships between ETV stations and cable systems for such activities as production and lease of channel for programming activities. There were only two ETV stations who share in the ownership or operation of cable systems.

A small number of the UHF channel stations are now on or expect to go to maximum power. A number of the stations have studied the matter and have concluded that it is either too costly or would not help them at this time. One-third of the station managers felt that there is a clear need for a second audio channel which might be used for stereo and about the same percentage who felt that such a second audio channel might be used for foreign language.

Station managers were even more positive this year than a year ago about the attentiveness of the staff to inquiries and requests from their stations. This year 92 percent of the station managers accorded the PBS staff either an "Excellent" or "Good" rating.

Station managers were asked to respond to a new service category designation scheme for national service programs. Three-fourths of the station managers felt that about the right number of hours per week was being devoted to "Category I - Children's Daytime Programming" and also to "Category I - Evening Programming." So far as "Category II (total)" was concerned slightly more than one-half of the station managers felt that about the right number of hours per week had been devoted to it, although one-third of the station managers responded in the direction of "Too Little." About two-thirds of the station managers felt that about the right number of hours had been devoted to "Category III - Children's Repeats," exactly one-half of the station managers felt that about the right number of hours was being devoted to "Category III - Repeats of Evening Programs," and 66 percent of them felt that about the right number of hours was being devoted to "Category III - Station Services."

Two further questions were asked about the Service Category system, one being to evaluate its usefulness. About one-third of the station managers felt that the Service Category system had proven to be "Very valuable" while 44 percent of the station managers felt that the new system was "Valuable, but still confusing to station staff" or "Of little value and hadn't helped in the understanding of the distinctions in PBS time utilization." Station managers did feel that "Category III - Evening Repeats of Category I Programs" on an experimental basis were very valuable.

The station managers reported that the services provided by PBS during the "Category III - Station Service Hours" were all used considerably with "Preview of Flagged Material," "Promo Reel Feeds" and "Previews of Programs" utilized most frequently. When the station managers were asked to rank the value of these services regardless of which were used, those ranking highest were "Preview of Flagged Material," "Previews of Programs on Potentially Controversial Topics" and "Promo Reel Feeds." A number of station services were suggested including provision of in-service for station staff.

In regard to the diversity of input into the national program service, a majority of the station managers indicated that there was diversity of input from local stations although a considerable number of them felt otherwise. The majority of them felt that there was no significant deterioration of quality as a result of diversified station input although some did reply to the contrary.

A series of questions were then asked concerning those stations which had offered programs to PBS, and exactly one-half of the stations had done so. Of those stations which had offered programs, a high percentage of station managers felt that the initial processing by PBS had been handled efficiently and quickly. A smaller but still very positive percentage of station managers indicated that the judgments on acceptance of programs were made without unnecessary delay. Station managers were almost unanimous in reporting that the PBS staff was courteous and helpful during the offering process, and over half of the station managers responded to the question about constructive and useful discussion by PBS with a "Yes" response.

A series of questions were asked in regard to the processing of program proposals. Just over 50 percent of the station managers responding to the question whether current procedures for processing program proposals assure quality were in the positive while slightly less than 50 percent felt that current procedures assure proper diversity. Exactly half of the stations had submitted proposals for funding during the past year, and 23 of the 97 proposals soliciting support were funded. About two-thirds of the station managers reported that proposals were processed efficiently and promptly by PBS and CPB staffs.

In the survey conducted at the end of each program season to evaluate the quality of the overall national service and the individual series, the station managers reported that in addition to themselves, the program manager and public information officer often participated in completing the survey forms. The evaluation devices used in completing the forms included "individual judgments" and "formal monitoring of telephone calls and/or mail responses." The time required to complete the survey varied from as little as one hour to as much as ten hours or more with most of the responses indicating from two to four hours. Station managers also indicated that they would like to secure any and all audience data studies which might be undertaken.

Almost three-fourths of the station managers indicated that they made use of the monthly ITV memorandum and that they considered it to be quite valuable. The monthly ITV memorandum is used with ITV advisory boards, school superintendents and the educational community at large.

Over two-thirds of the station managers indicated using ITV information feeds and most said it was quite valuable. The information feeds were used to form viewing groups for station staff enrichment and for educational community enrichment.

When station managers were asked to indicate other ways in which PBS's programming ITV staff could further assist them, they gave reasonably high priority to an ITV activities information exchange and frequent but less prior approval to student and teacher guides and supplementary materials.

Network operations were interested in knowing the minimum length of black necessary between the PBS LOGO and PROMO. One-half of the station managers indicated a preference for two seconds and twice as many indicated a preference for three seconds rather than one.

There was a wide variance in response to the number of days in advance of air that the air log is prepared but over one-half of the station managers reported some combination of one or two days.

Station managers also indicated a preference for incorporating the PBS LOGO in the program length. Over three-fourths of the station managers felt that there was sufficient information on the videograph.

Visits from the PBS Station Relations staff were considered to be quite helpful and a large majority of station managers indicated a preference for visits at least once a year. The feeling was expressed that visits might be more structured and that there should be an agenda as a part of advance preparation. Many station managers also felt that more time should be spent on the visit and that some type of formal follow-up should take place after the visit.

The Station Relations staff was considered to be responsive to inquiries by mail, DACs or phone by almost all of the station managers. They were also very positive about the usefulness of the *PBS Guide to Staff and Services* to their staff. Few suggestions were made as to how the *Guide* might be improved but included such suggestions as a better index, more information about PBS personnel and a change of format to make it fit into an 8½ x 11 inch notebook.

A high percentage of the 126 stations which consider themselves to be interconnected felt that "Technical quality is satisfactory" so far as audio and video are concerned. For those stations that were not interconnected, the technical quality of the video tapes received by them was considered to be of high quality.

The information service package provided by the PBS Office of Public Information was considered quite valuable by the station managers. There was division of opinion about the 1972 fall national commercial television advertising campaign with some greater response on the successful rather than the unsuccessful side of the campaign. If a similar television campaign was to be conducted again, the station managers felt it should be repeated at the beginning of each of the three major seasons (October, January, June). In regard to other services provided by the Office of Public Information, the four services of "Press Information (press releases, pictures, etc.)," "On-air Promo Slides," "Listings/Art for Program Guides" and "Press Kits" were given highest ratings. In a question asked only of station managers serving the Ten Top population markets about the current print advertisement process, one-half rated the current print advertising campaign as "Fair."

## CONCLUSIONS

This survey should provide valuable information in regard to program development of the national schedule. Station managers indicated their willingness to participate in activities designed to provide new directions to be taken in public affairs.

The impact of PBS in encouraging stations to operate six and/or seven nights a week and on Saturday mornings is indicated by this survey. Station managers hope for at least the maintenance of the current proportions in the "modified real time" service if not in an increase. Little interest was expressed in the development of a second interconnection systems, movement to maximum effective radiated power, or a second audio channel for either stereo or foreign language.

The PBS professional staff received very high marks so far as requests from stations were concerned regardless of whether requests were made face-to-face or via an electronic system. Even though some confusion existed about the offering of proposals and their eventual funding, the PBS staff was considered to be responsive, courteous and helpful.

Such services as the Monthly ITV Memorandum and ITV information feeds were found to be quite useful by station managers. Visits from PBS station relations staff were reported to be very helpful and a number of station managers expressed a desire for more frequent visits than once a year and for longer visits than one day.

Although there was some difference of opinion about some of the activities carried on by the Office of Public Information, as a whole their activities received substantial support.

All in all, it would appear that station managers gave the PBS departments along with other activities excellent ratings. Part of the reason is certainly the stance which the PBS staff members individually and collectively have taken from the beginning of PBS to serve their clientele along with positive responses to data and suggestions contained in the last two surveys. There is every reason to believe that they will give equal or more attention to the findings of this year's survey.

# APPENDIX A

## I. PROGRAM EVALUATION AND NEEDS

### A. General

1. How would you rate the general balance and development of the national schedule?
Very Good /1 2 3 4 5/Poor

Table 1.-a

| | | North Atlantic | | Great Lakes and Plains | | Southeast | | West and Southwest | | Non-contiguous | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| Very Good | 1 | 1 | 4 | 2 | 5 | 2 | 6 | 2 | 5 | 1 | | 8 | 6 |
| | 2 | 10 | 36 | 18 | 47 | 10 | 30 | 19 | 49 | 3 | | 60 | 42 |
| | 3 | 11 | 39 | 14 | 37 | 18 | 55 | 14 | 36 | 0 | | 57 | 39 |
| | 4 | 5 | 17 | 3 | 8 | 2 | 6 | 4 | 10 | 1 | | 15 | 10 |
| Poor | 5 | 1 | 4 | 1 | 3 | 0 | 0 | 0 | 0 | 0 | | 2 | 1 |
| N.A. | | 0 | 0 | 0 | 0 | 1 | 3 | 0 | 0 | 2 | | 3 | 2 |
| Total | | 28 | 100 | 38 | 100 | 33 | 100 | 39 | 100 | 7 | | 145 | 100 |

Table 1.-b

| | | Community | | School District | | State Authority | | University | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | No. | % | No. | % | No. | % | No. | % | No. | % |
| Very Good | 1 | 2 | 4 | 0 | 0 | 2 | 8 | 4 | 9 | 8 | 6 |
| | 2 | 15 | 27 | 9 | 47 | 10 | 34 | 26 | 56 | 60 | 42 |
| | 3 | 25 | 46 | 8 | 43 | 13 | 50 | 11 | 24 | 57 | 39 |
| | 4 | 9 | 17 | 1 | 5 | 1 | 4 | 4 | 9 | 15 | 10 |
| Poor | 5 | 2 | 4 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 1 |
| N.A. | | 1 | 2 | 1 | 5 | 0 | 0 | 1 | 2 | 3 | 2 |
| Total | | 54 | 100 | 19 | 100 | 26 | 100 | 46 | 100 | 145 | 100 |

Table 1.-c

| | | Group 1 | | Group 2 | | Group 3 | | Group 4 | | Group 5 | | Group 6 | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | No. | % | No | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| Very Good | 1 | 1 | 4 | 1 | 4 | 1 | 4 | 1 | 4 | 3 | 13 | 1 | 4 | 8 | 6 |
| | 2 | 7 | 29 | 10 | 40 | 9 | 40 | 8 | 34 | 11 | 46 | 15 | 56 | 60 | 42 |
| | 3 | 12 | 50 | 8 | 32 | 12 | 52 | 12 | 50 | 9 | 37 | 4 | 16 | 57 | 39 |
| | 4 | 4 | 17 | 4 | 16 | 0 | 0 | 2 | 8 | 1 | 4 | 4 | 16 | 15 | 10 |
| Poor | 5 | 0 | 0 | 1 | 4 | 1 | 4 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 1 |
| N.A. | | 0 | 0 | 1 | 4 | 0 | 0 | 1 | 4 | 0 | 0 | 1 | 8 | 3 | 2 |
| Total | | 24 | 100 | 25 | 100 | 23 | 100 | 24 | 100 | 24 | 100 | 25 | 100 | 145 | 100 |

Top Ten - 3 stations rated the general balance and development of the national schedule "2"
5 stations rated the general balance and development of the national schedule "3"
2 stations rated the general balance and development of the national schedule "4"

Mean Rating = 2.6

2. On the basis of what you have seen of the current 1972-73 national program schedule how would you rate the overall quality of this year's service as compared to last year's (1971-72)?
   a. Significantly better __________
   b. Somewhat better __________
   c. Not noticeably better or worse __________
   d. Somewhat worse __________
   e. Significantly worse __________

Table 2.-a

| | North Atlantic | | Great Lakes and Plains | | Southeast | | West and Southwest | | Non-contiguous | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| Significantly better | 0 | 0 | 1 | 3 | 1 | 3 | 4 | 10 | 1 | | 7 | 5 |
| Somewhat better | 8 | 29 | 11 | 28 | 13 | 40 | 10 | 26 | 1 | | 43 | 30 |
| Not noticeably better or worse | 4 | 14 | 13 | 34 | 8 | 24 | 11 | 28 | 2 | | 38 | 26 |
| Somewhat worse | 15 | 53 | 12 | 32 | 10 | 30 | 14 | 36 | 0 | | 51 | 35 |
| Significantly worse | 1 | 4 | 1 | 3 | 1 | 3 | 0 | 0 | 0 | | 3 | 2 |
| N.A. | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | | 3 | 2 |
| Total | 28 | 100 | 38 | 100 | 33 | 100 | 39 | 100 | 7 | | 145 | 100 |

North Atlantic - "Rated somewhat worse because of a large number of repeats of hodgepodge programs."

West and Southwest - "Overall is somewhat better but quality in some programs lacking." "Rated significantly better on early part of season; however it is lacking now."

Non-contiguous - The Virgin Islands was not on air in 1971-72 and therefore could not rate this question.

Table 2.-b

| | Community | | School District | | State Authority | | University | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % |
| Significantly better | 2 | 4 | 2 | 11 | 2 | 8 | 1 | 2 | 7 | 5 |
| Somewhat better | 16 | 30 | 5 | 26 | 8 | 30 | 14 | 30 | 43 | 30 |
| Not noticeably better or worse | 10 | 18 | 5 | 26 | 7 | 27 | 16 | 36 | 38 | 26 |
| Somewhat worse | 23 | 42 | 7 | 37 | 8 | 31 | 13 | 28 | 51 | 35 |
| Significantly worse | 2 | 4 | 0 | 0 | 0 | 0 | 1 | 2 | 3 | 2 |
| N.A. | 1 | 2 | 0 | 0 | 1 | 4 | 1 | 2 | 3 | 2 |
| Total | 54 | 100 | 19 | 100 | 26 | 100 | 46 | 100 | 145 | 100 |

Table 2.-c

| | Group 1 | | Group 2 | | Group 3 | | Group 4 | | Group 5 | | Group 6 | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| Significantly better | 1 | 4 | 3 | 12 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 12 | 7 | 5 |
| Somewhat better | 5 | 21 | 7 | 28 | 7 | 30 | 9 | 38 | 6 | 24 | 9 | 36 | 43 | 30 |
| Not noticeably better or worse | 3 | 13 | 7 | 28 | 9 | 40 | 5 | 20 | 9 | 38 | 5 | 20 | 38 | 26 |
| Somewhat worse | 14 | 58 | 6 | 24 | 7 | 30 | 9 | 38 | 9 | 38 | 6 | 24 | 51 | 35 |
| Significantly worse | 1 | 4 | 2 | 8 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 2 |
| N.A. | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 4 | 0 | 0 | 2 | 8 | 3 | 2 |
| Total | 24 | 100 | 25 | 100 | 23 | 100 | 24 | 100 | 24 | 100 | 25 | 100 | 145 | 100 |

Top Ten - 1 station rated "somewhat better"
1 station rated "not noticeably better or worse"
8 stations rated "somewhat worse"

Mean Rating = 3.0

3. Given the needs of your community and the nature of your own local program service:
   a. Which PBS series have been of the most value to your overall schedule during the calendar year 1972? (Name no more than five and please give reasons for your choice, i.e., subject matter format, production values, etc.)

Table 3.a-a

| | North Atlantic | Great Lakes and Plains | Southeast | West and Southwest | Non-contiguous | Totals |
|---|---|---|---|---|---|---|
| Masterpiece Theater | 21 | 32 | 25 | 31 | 5 | 114 |
| Sesame Street | 22 | 29 | 24 | 29 | 5 | 109 |
| The Electric Co. | 15 | 24 | 18 | 21 | 5 | 83 |
| Evening at Pops | 14 | 22 | 17 | 20 | 4 | 77 |
| Firing Line | 9 | 8 | 17 | 16 | 3 | 53 |
| Advocates | 8 | 12 | 11 | 15 | 3 | 49 |
| Mister Rogers | 7 | 9 | 9 | 11 | 4 | 40 |
| Specials of the Week | 10 | 13 | 6 | 8 | 2 | 39 |
| Washington Week in Review | 9 | 9 | 6 | 9 | 0 | 33 |
| International Performance | 5 | 12 | 7 | 7 | 1 | 32 |
| Film Odyssey | 4 | 6 | 3 | 6 | 3 | 22 |
| World Press | 5 | 3 | 3 | 7 | 0 | 18 |
| Great American Dream Machine | 3 | 4 | 3 | 6 | 0 | 16 |
| Wall Street Week | 3 | 6 | 3 | 3 | 0 | 15 |
| Hollywood Television Theater | 3 | 4 | 3 | 4 | 0 | 14 |
| Zoom | 4 | 2 | 3 | 2 | 2 | 13 |
| A Public Affair/ Election '72 | 2 | 3 | 2 | 2 | 2 | 11 |
| Net Playhouse | 3 | 2 | 2 | 3 | 0 | 10 |
| French Chef | 1 | 4 | 3 | 1 | 0 | 9 |
| V. D. Blues | 1 | 2 | 2 | 2 | 0 | 7 |
| Black Journal | 2 | 1 | 2 | 1 | 1 | 7 |
| The Family Game | 1 | 2 | 1 | 2 | 0 | 6 |
| Playhouse New York | 1 | 1 | 1 | 2 | 0 | 5 |
| Bill Moyers Journal | 2 | 2 | 0 | 0 | 0 | 4 |
| The Forsyte Saga | 1 | 0 | 1 | 1 | 0 | 3 |
| Total | 156 | 212 | 172 | 209 | 40 | 789 |

Table 3.a-b

| | Group 1 | Group 2 | Group 3 | Group 4 | Group 5 | Group 6 | Totals |
|---|---|---|---|---|---|---|---|
| Masterpiece Theater | 20 | 21 | 19 | 19 | 17 | 18 | 114 |
| Seasame Street | 19 | 18 | 19 | 17 | 17 | 19 | 109 |
| The Electric Co. | 16 | 15 | 15 | 13 | 12 | 12 | 83 |
| Evening at Pops | 11 | 12 | 11 | 14 | 14 | 15 | 77 |
| Firing Line | 6 | 8 | 13 | 11 | 9 | 6 | 53 |
| Advocates | 5 | 6 | 9 | 7 | 9 | 13 | 49 |
| Mister Rogers | 11 | 6 | 7 | 5 | 5 | 6 | 40 |
| Specials of the Week | 7 | 9 | 6 | 4 | 7 | 6 | 39 |
| Washington Week in Review | 7 | 6 | 6 | 4 | 6 | 4 | 33 |
| International Performance | 4 | 6 | 5 | 8 | 6 | 3 | 32 |
| Film Odyssey | 4 | 3 | 3 | 3 | 4 | 5 | 22 |
| World Press | 2 | 5 | 6 | 2 | 2 | 1 | 18 |
| Great American Dream Machine | 1 | 3 | 2 | 3 | 4 | 3 | 16 |
| Wall Street Week | 3 | 1 | 2 | 3 | 5 | 1 | 15 |
| Hollywood Television Theater | 3 | 2 | 1 | 2 | 3 | 3 | 14 |
| Zoom | 3 | 1 | 2 | 2 | 2 | 3 | 13 |
| A Public Affair/ Election '72 | 2 | 1 | 2 | 3 | 2 | 1 | 11 |
| Net Playhouse | 1 | 1 | 1 | 2 | 2 | 3 | 10 |
| French Chef | 0 | 0 | 1 | 4 | 2 | 2 | 9 |
| V. D. Blues | 1 | 1 | 1 | 3 | 1 | 0 | 7 |
| Black Journal | 1 | 1 | 2 | 1 | 0 | 2 | 7 |
| The Family Game | 0 | 1 | 1 | 1 | 2 | 1 | 6 |
| Playhouse New York | 1 | 0 | 2 | 0 | 0 | 2 | 5 |
| Bill Moyers Journal | 1 | 1 | 0 | 1 | 1 | 0 | 4 |
| The Forsyte Saga | 1 | 0 | 0 | 1 | 1 | 0 | 3 |
| Total | 130 | 128 | 136 | 133 | 133 | 129 | 789 |

Masterpiece Theater - "Production value," "fine acting," "quality production," "excellent audience response," "excellent talent," "unique dramatic presentation," "fills need," "overall excellence," "high quality entertainment," "can't do it locally and it is not done on commercial TV," "highest quality drama available on TV."

Sesame Street - "Subject matter," "format," "fills need," "effective," "achievement objectives," "meets broad educational need," "children's program of value without commercials," "good production," "high viewers response," "back-bone of children's programs."

_The Electric Company_ - "Subject matter," "effective," "meets broad educational need," "children's program of value without commercials," "excellent response," "good format," "well done."

_Evening at Pops_ - "Good audience reception," "one of a kind," "all around good program," "good balance," "subject matter," "high level music," "good music for general audience," "excellent music variation," "addition to overall schedule."

_Firing Line_ - "Provocative," "fills conservative need," "balance," "timeliness," "personality values," "sparks audience interest," "audience popularity," "subject matter," "point of view," "political knowledge," "manner of presentation," "talent," "subject matter."

_Advocates_ - "Balanced approach," "format," "timeliness," "good audience reaction," "does it with a sense of showmanship," "high creative program," "good issues," "all sides expressed," "unusual method of informing public of public affairs," "production treatment," "good community response."

_Mister Rogers_ - "Good production," "entertaining as well as educational," "fills need for children's programming," "well received," "good format," "one of three most responsible children's programs."

_Specials of the Week_ - "Promotional highlights," "good variety," "audience popularity," "good production values," "good balance," "like programs don't appear elsewhere."

_Washington Week in Review_ - "Nothing similar on American TV," "subject matter and information," "content," "good response from audience," "good production," "excellent selection and analysis."

_International Performance_ - "Outstanding programs," "talent," "good audience reaction," "good variety and excellent quality," "excellent cultural performance, good entertainment," "dance and opera finally available."

_Film Odyssey_ - "Great package of foreign films," "high viewers response," "good selection," "good films - no commercials," "audience builder."

_World Press_ - "Subject matter and information," "international information," "world affairs presented well," "nothing similar on TV," "unique and needed service to people of U. S."

_Great American Dream Machine_ - "Subject matter," "need for youth," "helps to fill a void in youth programming," "balance on programming," "good format."

Wall Street Week - "Financial information needs," "good look at the business world," "great value," "subject matter," "content," "purpose and production values,"

Hollywood Television Theater - "Audience reaction," "content, purpose," "production," "good drama," "because of its originality, American effort and superb casting."

Zoom - "New and successful venture in TV," "fresh, exhuberant," "good format," "content," "need for program," "high production value."

A Public Affair/Election '72 - "Depth of exploration of election process," "only consistent service of its kind to American people," "content, purpose," "production, provided input to an election year," "in depth reporting."

Net Playhouse - "Production," "good values," "audience response," "talent."

French Chef - "Personlity appeal," "mail response," "audience appeal," "interesting manner."

V. D. Blues - "Good production," "locals tie in well," "health," "need for audience," "phone response," "one of a kind."

Black Journal - "Need for black programming," "fills void," "subject matter," "format."

The Family Game - "Format," "audience need," "audience appeal," "content value," "good production."

Bill Moyers Journal - "Subject matter," "production."

The Forsyte Saga - "Good production."

b. Were there any series which were of marginal value to your overall schedule during the calendar year 1972? (Please give reasons for your choice, i.e., subject matter format, production values, etc.)

Table 3.b-a

| | North Atlantic | Great Lakes and Plains | Southeast | West and Southwest | Non-contiguous | Totals |
|---|---|---|---|---|---|---|
| Thirty Minutes With | 14 | 12 | 12 | 13 | 4 | 55 |
| Convention Coverage | 7 | 11 | 6 | 9 | 1 | 34 |
| Critic at Large | 5 | 7 | 3 | 7 | 1 | 33 |
| The Just Generation | 9 | 8 | 5 | 10 | 0 | 32 |
| Black Journal | 7 | 8 | 5 | 10 | 1 | 31 |
| The Family Game | 5 | 8 | 5 | 7 | 1 | 26 |
| Soul | 5 | 5 | 2 | 8 | 0 | 20 |
| Vibrations | 2 | 6 | 6 | 5 | 0 | 19 |
| Doin' It | 4 | 4 | 4 | 5 | 0 | 17 |
| Self Defense for Women | 2 | 4 | 3 | 6 | 0 | 15 |
| Fine Art of Goofing Off | 1 | 5 | 3 | 4 | 0 | 13 |
| Carrasolendas | 1 | 5 | 4 | 1 | 0 | 11 |
| Book Beat | 3 | 2 | 2 | 3 | 1 | 11 |
| Maggie-Beautiful Machine | 1 | 3 | 2 | 3 | 0 | 9 |
| All About TV | 2 | 2 | 1 | 3 | 0 | 8 |
| Guitar, Guitar | 1 | 1 | 3 | 2 | 0 | 7 |
| Jacob Bronosky | 2 | 2 | 3 | 0 | 0 | 7 |
| Bill Moyers Journal | 1 | 2 | 2 | 1 | 0 | 6 |
| Educating a Nation | 1 | 2 | 1 | 2 | 0 | 6 |
| A Public Affair/ Election '72 | 2 | 2 | 1 | 0 | 0 | 5 |
| World Press | 2 | 0 | 2 | 1 | 0 | 5 |
| Zoom | 0 | 1 | 0 | 4 | 0 | 5 |
| This Week | 1 | 2 | 2 | 0 | 0 | 5 |
| Great Decisions | 0 | 1 | 1 | 1 | 1 | 4 |
| Spassky-Fisher | 1 | 1 | 1 | 1 | 0 | 4 |
| Behind the Lines | 1 | 1 | 1 | 1 | 0 | 4 |
| A Public Affair | 2 | 1 | 0 | 1 | 0 | [illegible] |
| Space Between Words | 0 | 1 | 2 | 1 | 0 | 4 |
| Jean Shepard's America | 0 | 1 | 1 | 1 | 1 | 4 |
| French Chef | 1 | 0 | 1 | 0 | 1 | 3 |
| David Little John | 0 | 2 | 0 | 1 | 0 | 3 |
| Net Playhouse New York | 1 | 0 | 2 | 0 | 0 | 3 |
| Total | 84 | 110 | 96 | 111 | 12 | 413 |

Table 3.b-b

| | Group 1 | Group 2 | Group 3 | Group 4 | Group 5 | Group 6 | Totals |
|---|---|---|---|---|---|---|---|
| Thirty Minutes With | 10 | 12 | 11 | 6 | 10 | 6 | 55 |
| Convention Coverage | 9 | 7 | 6 | 4 | 4 | 4 | 34 |
| Critic at Large | 5 | 7 | 7 | 5 | 4 | 5 | 33 |
| The Just Generation | 8 | 8 | 4 | 4 | 5 | 3 | 32 |
| Black Journal | 3 | 6 | 5 | 4 | 5 | 8 | 31 |
| The Family Game | 3 | 8 | 5 | 4 | 4 | 2 | 26 |
| Soul | 0 | 2 | 7 | 2 | 2 | 7 | 20 |
| Vibrations | 3 | 4 | 3 | 4 | 3 | 2 | 19 |
| Doin' It | 2 | 4 | 3 | 5 | 2 | 1 | 17 |
| Self Defense for Women | 2 | 2 | 2 | 2 | 3 | 4 | 15 |
| Fine Art of Goofing Off | 2 | 2 | 1 | 4 | 2 | 2 | 13 |
| Carrasolendas | 2 | 1 | 1 | 4 | 1 | 2 | 11 |
| Book Beat | 2 | 2 | 1 | 2 | 1 | 3 | 11 |
| Maggie-Beautiful Machine | 0 | 1 | 4 | 2 | 1 | 1 | 9 |
| All About TV | 3 | 0 | 1 | 2 | 1 | 1 | 8 |
| Guitar, Guitar | 1 | 1 | 1 | 1 | 1 | 2 | 7 |
| Jacob Bronosky | 0 | 1 | 1 | 3 | 0 | 2 | 7 |
| Bill Moyers Journal | 2 | 1 | 1 | 1 | 1 | 0 | 6 |
| Educating a Nation | 1 | 0 | 1 | 0 | 2 | 2 | 6 |
| A Public Affair/ Election '72 | 1 | 2 | 0 | 1 | 0 | 1 | 5 |
| World Press | 1 | 2 | 0 | 1 | 0 | 1 | 5 |
| Zoom | 0 | 0 | 2 | 0 | 2 | 1 | 5 |
| This Week | 2 | 0 | 0 | 2 | 0 | 1 | 5 |
| Great Decisions | 1 | 1 | 0 | 1 | 0 | 1 | 4 |
| Spassky-Fisher | 0 | 1 | 1 | 2 | 0 | 0 | 4 |
| Behind the Lines | 1 | 1 | 0 | 1 | 0 | 1 | 4 |
| A Public Affair | 2 | 0 | 1 | 0 | 0 | 1 | 4 |
| Space Between Words | 0 | 0 | 1 | 2 | 1 | 0 | 4 |
| Jean Shepard's America | 0 | 0 | 0 | 2 | 1 | 1 | 4 |
| French Chef | 0 | 1 | 0 | 0 | 1 | 1 | 3 |
| David Little John | 0 | 0 | 1 | 1 | 1 | 0 | 3 |
| Net Playhouse New York | 1 | 0 | 0 | 0 | 2 | 0 | 3 |
| Total | 67 | 77 | 71 | 72 | 60 | 66 | 413 |

Thirty Minutes With - "Personality hostess," "lacks direction," "negative audience reaction," "interviewer lacks style," "dull program," "format," "lacks production techniques," "host no good," "lack of warmth," "unable to sustain interest," "has poor audience rating," "not visual enough," "rotten show," "host problem," "the interviewer abounds everywhere," "did not create much of a stir."

Convention Coverage - "Content," "duplication of commercial," "apparent favoritism of Republicans over Democrats," "remote interest to our viewers-enough on commercial," "same old hat," "poor use of time for these programs," "too duplicate," "too much," "poor subject matter," "too biased," "treatment of subject as well as subject," "poor quality."

Critic at Large - "Never caught on-worthless," "too subjective," "talent," "format," "personality," "lacks interest," "talent turned off audience," "no audience appeal," "subject matter," "production," "poor show," "a throw away, poor production," "dull program," "bad audience reaction."

The Just Generation - "Lacks continuity," "no audience appeal," "lacks focus," "poor production," "failure to reach audience," "slow disjointed," "lacks direction," "certainly not an audience builder," "poor treatment of subject matter," "just didn't come off," "content dull," "poor utilization of time-good objectives."

Black Journal - "A non-objective host," "uneven quality," "lacks balance," "bias format," "subject matter," "negative approach," "non-relevant to our area as yet," "very little response - have only 5% blacks in our area," "degrading to blacks," "not enough of a target audience here."

The Family Game - "Lack of promotion hurts it," "needs a captive audience," "good idea but families don't watch shows and on Sunday p.m.," "format," "poor content," "forced premise," "does not reach target audience," "bad approach," "much gas - little value," "good objectives - poor utilization," "too short to attract following."

Soul - "Only 1% black," "lacks talent," "limited audience," "poor quality," "very little response," "bias format," "poor production," "not enough blacks in our area," "needs something," "no appeal," "very marginal," "treatment of program content."

Vibrations - "Subject matter uninteresting," "deceptive use of propaganda," "format," "does not meet announced goals," "good idea - lousy application," "lack of audience appeal," "lack of program purpose," "disjointed."

Doin' It - "Little contribution," "no appeal," "poor production," "format," "lacks quality," "no audience," "subject matter," "dull," "poor utilization," "no purpose."

Self Defense for Women - "Poor instruction," "too limited an audience," "poor production," "would be better if done locally or regionally," "uninteresting," "lacks quality."

Fine Art of Goofing Off - "Poor production," "pointless," "poor all around," "not effective," "it's just that - goofing off," "no audience appeal."

Carrasolandas - "No Spanish in our area," "too regional," "excellent program - no local audience," "no need for it in our area," "no minority," "should be done regionally and not nationally," "insufficient minority of this ethnic group here."

Book Beat - "No audience," "very little response," "not as good now as earlier programs," "not effective," "of little value - does not reach audience," "content."

Maggie and the Beautiful Machine - "Subject matter," "lack of audience appeal," "no format," "poor production," "content treatment."

All About TV - "Poor production values," "not effective," "subject matter," "little response," "uninteresting to audience," "guests."

Guitar, Guitar - "Marginal audience appeal," "production values," "poor use of prime time," "not effective," "hopeless show."

Jacob Bronosky - "Too narrow in scope," "no response," "no appeal," "no interest," "format."

Bill Moyers Journal - "Poor performance," "boring," "lacks audience appeal," "production values."

Educating a Nation - "Not effective," "poor all around," "no format," "poor treatment of subject matter," "no audience appeal."

A Public Affairs/Election '72 - "Just too much election coverage," "enough on commercial," "poor use of time," "format," "uneven quality."

World Press - "Subject matter," "production," "no audience appeal," "not as good as earlier programs were."

Zoom - "Treatment of content," "too expensive," "apparent product of P.R.," "money may be better in a math production."

This Week - "Unimaginative format," "too similar to other P.A. programs," "little audience response."

Great Decisions - "Poor production," "dull," "not effective," "feed time," "unappealing."

Spassky-Fisher - "Too limited an audience," "format," "dull," "content."

Behind the Lines - "Production values," "little audience response," "format."

A Public Affair - "Disruption of regular programs for a P.A. - bad audience reaction," "continuity," "format."

Space Between Words - "Too much space between words," "poor production," "content," "dull."

Jean Shephard's America - "Format," "program content and treatment," "poor audience," "sophomorio."

French Chef - "Subject matter," "needs new treatment of subject," "production."

David Little John - "Bad personality," "lack of audience appeal," "dull program."

Net Playhouse New York - "Too many reruns of old productions," old shows were not that good."

4. Enclosed with this questionnaire is a list of all series distributed by PBS during 1972. The series on the list are grouped according to their general content categories. How would you rate the proportion of hours of the national service devoted to each of these categories during the calendar year 1972?

| | | |
|---|---|---|
| a. Cultural | Too Much/ | 1 2 3 4 5/Too Little |
| b. Educative (Informal)* | | 1 2 3 4 5 |
| c. Public Affairs | | 1 2 3 4 5 |

a. Cultural

Table 4.a-a

| | North Atlantic | | Great Lakes and Plains | | Southeast | | West and Southwest | | Non-contiguous | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| Too Much 1 | 0 | 0 | 1 | 3 | 0 | 0 | 0 | 0 | 0 | | 1 | 1 |
| 2 | 2 | 7 | 2 | 5 | 3 | 9 | 3 | 8 | 0 | | 10 | 7 |
| 3 | 21 | 75 | 24 | 62 | 23 | 70 | 28 | 72 | 4 | | 100 | 68 |
| 4 | 4 | 14 | 9 | 24 | 6 | 18 | 7 | 18 | 1 | | 27 | 19 |
| Too Little 5 | 1 | 4 | 1 | 3 | 0 | 0 | 1 | 2 | 0 | | 3 | 2 |
| N.A. | 0 | 0 | 0 | 0 | 1 | 3 | 0 | 0 | 2 | | 3 | 2 |
| Qualified | 0 | 0 | 1 | 3 | 0 | 0 | 0 | 0 | 0 | | 1 | 1 |
| Total | 28 | 100 | 38 | 100 | 33 | 100 | 39 | 100 | 7 | | 145 | 100 |

North Atlantic - "Feel we need more performing arts."

Great Lakes and Plains - Qualified answer - "Classical a "2" rating - popular a "5" rating."

Table 4.a-b

| | Community | | School District | | State Authority | | University | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % |
| Too Much 1 | 1 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 |
| 2 | 3 | 6 | 1 | 5 | 4 | 15 | 2 | 4 | 10 | 7 |
| 3 | 36 | 66 | 14 | 74 | 18 | 66 | 32 | 70 | 100 | 68 |
| 4 | 11 | 20 | 2 | 11 | 4 | 15 | 10 | 22 | 27 | 19 |
| Too Little 5 | 1 | 2 | 1 | 5 | 0 | 0 | 1 | 2 | 3 | 2 |
| N.A. | 1 | 2 | 1 | 5 | 0 | 0 | 1 | 2 | 3 | 2 |
| Qualified | 1 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 |
| Total | 54 | 100 | 19 | 100 | 26 | 100 | 46 | 100 | 145 | 100 |

Qualified Answer - "Classical a "2" - popular a "5" rating."

Table 4.a-c

| | | Group 1 | | Group 2 | | Group 3 | | Group 4 | | Group 5 | | Group 6 | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| Too Much | 1 | 1 | 4 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 |
| | 2 | 1 | 4 | 2 | 8 | 1 | 4 | 2 | 8 | 1 | 4 | 3 | 13 | 10 | 7 |
| | 3 | 19 | 79 | 17 | 72 | 15 | 66 | 14 | 58 | 18 | 75 | 17 | 66 | 100 | 67 |
| | 4 | 2 | 9 | 4 | 16 | 6 | 26 | 7 | 30 | 4 | 17 | 4 | 17 | 27 | 19 |
| Too Little | 5 | 1 | 4 | 0 | 0 | 1 | 4 | 0 | 0 | 1 | 4 | 0 | 0 | 3 | 2 |
| N.A. | | 0 | 0 | 1 | 2 | 0 | 0 | 1 | 4 | 0 | 0 | 1 | 4 | 3 | 3 |
| Qualified | | 0 | 0 | 1 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 |
| Total | | 24 | 100 | 25 | 100 | 23 | 100 | 24 | 100 | 24 | 100 | 25 | 100 | 145 | 100 |

Mean Rating = 3.1

b. Educative (Informal)

Table 4.b-a

| | | North Atlantic | | Great Lakes and Plains | | Southeast | | West and Southwest | | Non contiguous | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| Too Much | 1 | 0 | 0 | 0 | 0 | 1 | 3 | 0 | 0 | 0 | | 1 | 1 |
| | 2 | 2 | 7 | 0 | 0 | 1 | 3 | 0 | 0 | 0 | | 3 | 2 |
| | 3 | 12 | 43 | 18 | 47 | 11 | 33 | 21 | 54 | 2 | | 64 | 43 |
| | 4 | 11 | 39 | 14 | 37 | 11 | 33 | 17 | 44 | 3 | | 56 | 39 |
| Too Little | 5 | 3 | 11 | 6 | 16 | 8 | 25 | 1 | 2 | 0 | | 18 | 12 |
| N.A. | | 0 | 0 | 0 | 0 | 1 | 3 | 0 | 0 | 2 | | 3 | 3 |
| Total | | 28 | 100 | 38 | 100 | 33 | 100 | 39 | 100 | 7 | | 145 | 100 |

North Atlantic - "Rather have fewer but better quality."
"Need more programs like ALPS - many had no value."

Great Lakes and Plains - "Rated a "4" but would like to see better programs."
"Rated a "2" because of quality of these programs - should have more but better ones."

Southeast - "Rated a "5" excluding children programs; children's program alone should be a "3"."

West and Southwest - "Quantity o.k. but quality is down."

Table 4.b-b

| | Community | | School District | | State Authority | | University | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % |
| Too Much 1 | 1 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 |
| 2 | 3 | 6 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 2 |
| 3 | 24 | 44 | 9 | 47 | 10 | 35 | 21 | 46 | 64 | 43 |
| 4 | 17 | 31 | 6 | 32 | 11 | 31 | 22 | 48 | 56 | 39 |
| Too Little 5 | 8 | 15 | 3 | 16 | 5 | 19 | 2 | 4 | 18 | 12 |
| N.A. | 1 | 2 | 1 | 5 | 0 | 0 | 1 | 2 | 3 | 3 |
| Total | 54 | 100 | 19 | 100 | 26 | 100 | 46 | 100 | 145 | 100 |

Table 4.b-c

| | Group 1 | | Group 2 | | Group 3 | | Group 4 | | Group 5 | | Group 6 | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| Too Much 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 4 | 0 | 0 | 0 | 0 | 1 | 1 |
| 2 | 1 | 4 | 1 | 4 | 0 | 0 | 0 | 0 | 1 | 4 | 0 | 0 | 3 | 2 |
| 3 | 8 | 33 | 12 | 48 | 12 | 52 | 6 | 25 | 10 | 42 | 16 | 60 | 64 | 43 |
| 4 | 9 | 38 | 10 | 40 | 9 | 39 | 11 | 46 | 11 | 46 | 6 | 24 | 56 | 39 |
| Too Little 5 | 6 | 25 | 1 | 4 | 2 | 9 | 5 | 21 | 2 | 8 | 2 | 8 | 18 | 12 |
| N.A. | 0 | 0 | 1 | 4 | 0 | 0 | 1 | 4 | 0 | 0 | 1 | 4 | 3 | 3 |
| Total | 24 | 100 | 25 | 100 | 23 | 100 | 24 | 100 | 24 | 100 | 25 | 100 | 145 | 100 |

Mean Rating = 3.5

c. Public Affairs

Table 4.c-a

| | North Atlantic | | Great Lakes and Plains | | Southeast | | West and Southwest | | Non-contiguous | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| Too Much 1 | 3 | 11 | 1 | 3 | 0 | 0 | 1 | 3 | 0 | 0 | 5 | 3 |
| 2 | 3 | 11 | 9 | 24 | 9 | 27 | 10 | 26 | 0 | 0 | 31 | 21 |
| 3 | 18 | 64 | 24 | 62 | 21 | 64 | 22 | 56 | 3 | 2 | 88 | 60 |
| 4 | 4 | 14 | 3 | 8 | 1 | 3 | 4 | 10 | 1 | 1 | 13 | 9 |
| Too Little 5 | 0 | 0 | 1 | 3 | 1 | 3 | 2 | 5 | 1 | 1 | 5 | 4 |
| N.A. | 0 | 0 | 0 | 0 | 1 | 3 | 0 | 0 | 2 | 3 | 3 | 3 |
| Total | 28 | 100 | 38 | 100 | 33 | 100 | 39 | 100 | 7 | | 145 | 100 |

Southeast - "In general too many discussion programs and not enough news."

West and Southwest - "Quantity o.k. but again the quality is down here."

Non-contiguous - "Rated a "5" because too little is available to Guan."

Table 4.c-b

| | Community | | School District | | State Authority | | University | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % |
| Too Much 1 | 3 | 6 | 0 | 0 | 0 | 0 | 2 | 4 | 5 | 3 |
| 2 | 11 | 20 | 5 | 26 | 6 | 23 | 9 | 20 | 31 | 21 |
| 3 | 29 | 53 | 11 | 59 | 18 | 65 | 30 | 65 | 88 | 60 |
| 4 | 8 | 15 | 1 | 5 | 1 | 4 | 3 | 7 | 13 | 9 |
| Too Little 5 | 2 | 4 | 1 | 5 | 1 | 4 | 1 | 2 | 5 | 4 |
| N.A. | 1 | 2 | 1 | 5 | 0 | 0 | 1 | 2 | 3 | 3 |
| Total | 54 | 100 | 19 | 100 | 26 | 100 | 46 | 100 | 145 | 100 |

Table 4.c-c

| | Group 1 | | Group 2 | | Group 3 | | Group 4 | | Group 5 | | Group 6 | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| Too Much 1 | 1 | 4 | 1 | 4 | 1 | 4 | 1 | 4 | 1 | 4 | 0 | 0 | 5 | 3 |
| 2 | 5 | 20 | 7 | 28 | 6 | 26 | 6 | 25 | 4 | 17 | 3 | 12 | 31 | 21 |
| 3 | 15 | 63 | 15 | 60 | 15 | 66 | 11 | 46 | 17 | 71 | 15 | 56 | 88 | 60 |
| 4 | 3 | 13 | 0 | 0 | 1 | 4 | 5 | 21 | 1 | 4 | 3 | 12 | 13 | 9 |
| Too Little 5 | 0 | 0 | 1 | 4 | 0 | 0 | 0 | 0 | 1 | 4 | 3 | 12 | 5 | 4 |
| N.A. | 0 | 0 | 1 | 4 | 0 | 0 | 1 | 4 | 0 | 0 | 1 | 4 | 3 | 3 |
| Total | 24 | 100 | 25 | 100 | 23 | 100 | 24 | 100 | 24 | 100 | 25 | 100 | 145 | 100 |

Mean Rating = 2.8

Top Ten -

Cultural - 9 stations rated this as a "3"
1 station rated this as a "5"
Total 10 stations

Educative - 1 station rated this as a "2"
6 stations rated this as a "3"
2 stations rated this as a "4"
1 station rated this as a "5"
Total 10 stations

Public Affairs - 2 stations rated this as a "2"
6 stations rated this as a "3"
2 stations rated this as a "4"
Total 10 stations

## B. Target Audience and Program Topics

1. Another way of evaluating this program mix in the context of goals for public television is to consider the amount and scope of specialized, target audience programming in the overall national service (e.g., programs for specific age, occupation, ethnic or other groups). This question and part of question #B-2 ask for your thought in this area.
   a. As a proportion of the entire national service during calendar 1972, how would you rate the amount of specialized, target audience programming? Too Much/1 2 3 4 5/Too Little

Table 1.a-a

| | | North Atlantic | | Great Lakes and Plains | | Southeast | | West and Southwest | | Non-contiguous | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| Too Much | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | 0 | 0 |
| | 2 | 2 | 7 | 3 | 8 | 4 | 12 | 1 | 3 | 1 | | 11 | 8 |
| | 3 | 12 | 43 | 13 | 34 | 15 | 46 | 18 | 45 | 2 | | 60 | 41 |
| | 4 | 13 | 46 | 17 | 45 | 8 | 24 | 17 | 44 | 2 | | 57 | 39 |
| Too Little | 5 | 1 | 4 | 3 | 8 | 5 | 15 | 3 | 8 | 0 | | 12 | 8 |
| N.A. | | 0 | 0 | 2 | 5 | 1 | 3 | 0 | 0 | 2 | | 5 | 4 |
| Total | | 28 | 100 | 38 | 100 | 33 | 100 | 39 | 100 | 7 | | 145 | 100 |

Great Lakes and Plains - "How about fresh Saturday programs and no repeats." Several managers questioned the meaning or the validity of this question

Table 1.a-b

| | | Community | | School District | | State Authority | | University | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | No. | % | No. | % | No. | % | No. | % | No. | % |
| Too Much | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| | 2 | 3 | 6 | 2 | 11 | 2 | 8 | 4 | 9 | 11 | 8 |
| | 3 | 20 | 37 | 12 | 63 | 13 | 50 | 15 | 33 | 60 | 41 |
| | 4 | 24 | 44 | 3 | 16 | 8 | 26 | 22 | 47 | 57 | 39 |
| Too Little | 5 | 4 | 7 | 1 | 5 | 3 | 12 | 4 | 9 | 12 | 8 |
| N.A. | | 3 | 6 | 1 | 5 | 0 | 0 | 1 | 2 | 5 | 4 |
| Total | | 54 | 100 | 19 | 100 | 26 | 100 | 46 | 100 | 145 | 100 |

Table 1.a-c

| | | Group 1 | | Group 2 | | Group 3 | | Group 4 | | Group 5 | | Group 6 | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| Too Much | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| | 2 | 2 | 8 | 2 | 8 | 3 | 13 | 1 | 4 | 0 | 0 | 3 | 12 | 11 | 8 |
| | 3 | 9 | 38 | 12 | 48 | 9 | 39 | 8 | 33 | 12 | 50 | 10 | 40 | 60 | 41 |
| | 4 | 10 | 42 | 9 | 36 | 8 | 35 | 10 | 42 | 9 | 38 | 11 | 40 | 57 | 39 |
| Too Little | 5 | 2 | 8 | 1 | 4 | 3 | 13 | 3 | 13 | 3 | 12 | 0 | 0 | 12 | 8 |
| N.A. | | 1 | 4 | 1 | 4 | 0 | 0 | 2 | 8 | 0 | 0 | 1 | 4 | 5 | 4 |
| Total | | 24 | 100 | 25 | 100 | 23 | 100 | 24 | 100 | 24 | 100 | 25 | 100 | 145 | 100 |

Mean Rating = 3.5

Top Ten - 1 station rated this a "2"
5 stations rated this a "3"
4 stations rated this a "4"
10 stations

b. Among the total amount of special audience programming in the national service, those series for children have consistently represented the largest single group. How would you rate the proportion of children's programming Too Much/1 2 3 4 5/Too Little

Table 1.b-a

| | | North Atlantic | | Great Lakes and Plains | | Southeast | | West and Southwest | | Non-contiguous | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| Too Much | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | 0 | 0 |
| | 2 | 1 | 4 | 4 | 11 | 3 | 9 | 0 | 0 | 0 | | 8 | 6 |
| | 3 | 23 | 81 | 26 | 67 | 25 | 76 | 33 | 85 | 3 | | 112 | 77 |
| | 4 | 3 | 11 | 6 | 16 | 4 | 12 | 6 | 15 | 0 | | 19 | 13 |
| Too Little | 5 | 1 | 4 | 1 | 3 | 0 | 0 | 0 | 0 | 0 | | 2 | 1 |
| N.A. | | 0 | 0 | 1 | 3 | 1 | 3 | 0 | 0 | 2 | | 4 | 3 |
| Total | | 28 | 100 | 38 | 100 | 33 | 100 | 39 | 100 | 7 | | 145 | 100 |

Table 1.b-b

| | Community | | School District | | State Authority | | University | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % |
| Too Much 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 2 | 4 | 7 | 1 | 5 | 0 | 0 | 3 | 7 | 8 | 6 |
| 3 | 42 | 78 | 13 | 69 | 21 | 77 | 36 | 78 | 112 | 77 |
| 4 | 4 | 7 | 4 | 21 | 5 | 19 | 6 | 13 | 19 | 13 |
| Too Little 5 | 2 | 4 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 1 |
| N.A. | 2 | 4 | 1 | 5 | 0 | 0 | 1 | 2 | 4 | 3 |
| Total | 54 | 100 | 19 | 100 | 26 | 100 | 46 | 100 | 145 | 100 |

Table 1.b-c

| | Group 1 | | Group 2 | | Group 3 | | Group 4 | | Group 5 | | Group 6 | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| Too Much 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 2 | 0 | 0 | 2 | 8 | 2 | 7 | 2 | 8 | 2 | 8 | 0 | 0 | 8 | 6 |
| 3 | 20 | 83 | 21 | 84 | 18 | 80 | 17 | 71 | 17 | 71 | 19 | 72 | 112 | 77 |
| 4 | 3 | 13 | 0 | 0 | 3 | 13 | 3 | 13 | 5 | 21 | 5 | 20 | 19 | 13 |
| Too Little 5 | 1 | 4 | 1 | 4 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 1 |
| N.A. | 0 | 0 | 1 | 4 | 0 | 0 | 2 | 8 | 0 | 0 | 1 | 4 | 4 | 3 |
| Total | 24 | 100 | 25 | 100 | 23 | 100 | 24 | 100 | 24 | 100 | 25 | 100 | 145 | 100 |

Mean Rating = 3.1

Top Ten - 9 stations rated this a "3"
1 station rated this a "4"
10 stations

2. Although much planning for the 1973-74 program year has already been accomplished, one of the objectives of the program evaluation process is to allow for adjustments in programming on a more or less continuous basis. As you consider the likely national service for the next year:
   a. Are there any target audiences or groups for or about which you feel the 1973-74 national service should include programs on an extended basis? Please be as specific as you can.

Table 2.a-a

| | North Atl. | Gr. Lakes & Plains | South-east | West & S.W. | Non-cont. | Totals |
|---|---|---|---|---|---|---|
| Elderly, Aging, Senior Citizens<br>Programs on use of leisure time, hobbies, money management, health information, insurance benefits | 17 | 21 | 23 | 25 | 2 | 89 |
| Teenage<br>Pre-teens, late teen age, early adults, high school dropouts, disadvantaged youth programs on career planning, trade programs, types of youth oriented entertainment | 13 | 18 | 7 | 13 | 3 | 54 |
| Adults<br>Programs on consumer education, how to do it series, adult basic education, G.E.D., high school equivalency, follow up for ALPS audience | 10 | 16 | 12 | 11 | 2 | 51 |
| Rural - Country People<br>Agriculture workers, migrant workers, rural low income, rural less educated | 2 | 8 | 7 | 5 | 2 | 27 |
| Ethnic Groups<br>Spanish-Americans, Indians, Blacks, Chicanos, middle class whites, Asian | 5 | 6 | 5 | 6 | 2 | 24 |
| Women<br>Young housewife, young mothers, first aid, programs on how to deal with daily living, management, nutrition, meal planning | 4 | 5 | 3 | 4 | 2 | 18 |

Table 2.a-a (continued)

| | North Atl. | Gr. Lakes & Plains | South-east | West & S.W. | Non-cont. | Totals |
|---|---|---|---|---|---|---|
| Low Income<br>Consumers affairs, management, unemployed, underemployed | 3 | 5 | 2 | 4 | 1 | 15 |
| Blue Collar<br>Middle income, non-professional, small business | 8 | 5 | 4 | 5 | 1 | 13 |
| Handicapped<br>Deaf and hard of hearing, physical and mental handicaps | 4 | 3 | 2 | 2 | 1 | 12 |

b. Are there any target audiences or groups for or about which programs have been discussed but for which your suggestions in (a) should be substituted?

North Atlantic -

(1) "Julis Chiles for something more practical."
(2) "Give us ALPS for Washington Week in Review."
(3) "Substitute all the marginal programs but leave the target groups as they are."

Great Lakes and Plains -

(1) "Substitute talk shows with how to do it programs."
(2) "Better quality women shows."
(3) "Replace sports - chess-tennis championships with more discussion issue oriented type programs."

Southeast -

(1) "Reduce number of highbrow cultural programs."
(2) "Give us more like ALPS."
(3) "Better black programming for some programs that are degrading to blacks."

West and Southwest -

(1) "Too much time devoted to blacks - poor service to Asian and Indians."
(2) "Take out something and put in more continuing education for adults."
(3) "High level for middle income audiences."

c. Looking at the question of priorities yet another way, are there any program topics or subject areas (e.g., social issues, information needs, cultural affairs) about which the 1973-74 national service should include programs on an extended basis?

North Atlantic -

(1) "Science and science for layman."
(2) "Adult basic education."
(3) "Rock music for older teens and early twenties"
(4) "Consumer education"
(5) "Prison reform"
(6) "General plight of cities - the moral fabric of the nation"
(7) "More on drug scene - programs like 'V.D. Blues'"
(8) "More programs like ALPS"
(9) "More well rounded schedule - entertainment and issue oriented programs"
(10) "History"
(11) "News analysis"
(12) "Changing role of individuals in the society and the family"
(13) "Social issues of national concern"
(14) "More practical information for women - cooking on a low budget - not on a 'French Chef' level"
(15) "America drama produced in America"
(16) "More 'advocate' type programs"
(17) "Serious subjects for women"
(18) "Role of workings of Federal Government in America"
(19) "Medical and health information"
(20) "How to get social issues into economics perspectus"
(21) "National public affairs, cultural affairs, and social needs in the broadest sense"
(22) "High school equivalency"
(23) "Sports and high adventure"
(24) "Vocation type training programs - job training and retraining"

Great Lakes and Plains -

(1) "Everyday law."
(2) "Control of media, especially governmental interference in the news and public affairs"
(3) "Consumerism - how to think as consumers"
(4) "Birth control"
(5) "Health and medicine"
(6) "More music and dance"
(7) "Adult learning, formal and informal"
(8) "Follow up on V.D. Blues"
(9) "American history and economics"
(10) "Life coping skills"
(11) "A study of deteriorating morals and family life in the nation as illustrated by communal living"

(12) "Social advancement programs"
(13) "Daily news summary"
(14) "Good American drama on par with masterpiece theater"
(15) "How-to-do-it programs"
(16) "Parent training"
(17) "More springboards for local involvement - like V.D. Blues - alcoholism - crime"
(18) "In depth coverage of programs which probe an issue and give historical perspective"
(19) "Visual documentaries of health care"
(20) "Conservation - ecology - where is it - where is it going"
(21) "Horizon broadening - new points of interest"
(22) "Traditional American information - arts, artist, performing arts"
(23) "Indian problems, in and off Reservations"
(24) "More programs like ALPS on an extended basis"
(25) "An in depth study of fadism in educational methods"
(26) "Interview shows"
(27) "Skills improvement programs"
(28) "National Parks Programs"
(29) "Live coverage of public affairs and foreign news analysis"
(30) "Mass appeal to general public for public broadcasting - concentrated effort type"

Southeast -

(1) "Science specials - silent universe"
(2) "Sports and recreation"
(3) "Domestic oriented problems"
(4) "Do it yourself and self-improvement programs"
(5) "Understanding government and court systems"
(6) "Family psychology and counciling"
(7) "Personal finance and family finance"
(8) "Psychology, anthropology, history (American)"
(9) "Parentry"
(10) "Consumer information and problems"
(11) "Domestic and foreign affairs"
(12) "Regular weekly science technology reports"
(13) "Programs on availability of materials and services from governmental agencies"
(14) "Health education - physical and mental"
(15) "Nutrition information for the average American"
(16) "Programs on mass appeal for Public Broadcasting"
(17) "Adult basic education"
(18) "American life style"
(19) "Programs to develop the good qualities of U.S.A. to counter - react negatism"
(20) "Homemaking and repair skills"
(21) "Programs like Great America Dream Machine"
(22) "Veteran rehabilitation oriented programs"
(23) "Program such as NETS - your dollars worth"
(24) "Law education"

West and Southwest -

(1) "Why America is great and how to keep it great"
(2) "High school equivalency program"
(3) "Basic education (Adult)"
(4) "How to succeed in a difficult world"
(5) "General Public Affair such as follow up news analysis"
(6) "Informative type programs - how to do it"
(7) "Consumer information, education, and concerns"
(8) "Factual information on candidates and issues - not propaganda"
(9) "Historical - Vis-A-Vis-America"
(10) "International type programs"
(11) "Ecology and the energy crises"
(12) "Diverting students from dropping out of high school"
(13) "Programs for the ALPS audience"
(14) "Population Control"
(15) "Remedial reading"
(16) "Heath and preventive education and services"
(17) "Crime prevention"
(18) "Business career guidance and information for youth in choosing careers"
(19) "Drugs"
(20) "Crime prevention"
(21) "History of labor"
(22) "Homemaking topics"

Non-contiguous -

(1) "Educational programs on the processes of government"
(2) "Broad base cultural affairs type programs"
(3) "Programs on law and court procedures - for citizens to see the alternatives open to him"
(4) "Programs on the workings of our government"
(5) "Man and environment - ecology - pollution, etc."
(6) "Coping skills for low income"
(7) "Cooking and nutrition - geared to middle and low income bracket"
(8) "Health information"
(9) "Homemaking and repair skills"
(10) "Humor"

d. Are there any program topics or subject areas for which programs have been discussed but for which your suggestions on (c) should be substituted?

North Atlantic -

(1) "Replace the pot porri in nature type programs that have no week to week or month to month continuity with any of the suggestions in part (c)"

Great Lakes and Plains -

(1) "Substitute practical information for programs like 'Just Generation' and 'Family Game'. Televised therapy isn't as useful as practical information"
(2) "Substitute - 'There is a man who made Hollywood'"
(3) Substitute - 'Thirty minutes with - too dull for above mentioned topics"
(4) "'Book Beat' - dull - a program like this is needed but new talent is also needed"
(5) "Substitute programming geared to blacks to better quality"
(6) "No more convention coverage"

Southeast -

(1) "Substitute or reduce the number of 'high level' cultural programs"
(2) "The Real Thing: Religious America: 'There is a man who made Hollywood'"
(3) "Substitute marginal programming for good music and U.S. drama"
(4) "Enough on social issues"

West and Southwest -

(1) "Substitute prime time for programs on drugs"

## C. Public Affairs and Other

1. Recently PBS Staff and Board proposed a study to determine future steps in national program service public affairs (See PUBLIC AFFAIRS PROGRAMMING, New Directions, drafted by Jim Lehrer, October 1972). Key elements of the service to be investigated by the study would have been (a) a regular public affairs program matrixed from segments offered by many stations across the country and to include an Ombudsman unit to represent the public interest in public television public affairs programming, and (b) a weekly For-The Record program to present in their entirety selected events of national significance.
   a. To facilitate further discussion of directions to be taken in public affairs, would you be willing to participate in an in-depth feasibility study?
   ___Yes ___No

Table 1.a-a

| | North Atlantic | | Great Lakes and Plairs | | Southeast | | West and Southwest | | Non-contiguous | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| Yes | 23 | 82 | 32 | 84 | 23 | 69 | 34 | 87 | 4 | | 116 | 80 |
| No | 4 | 14 | 6 | 16 | 10 | 31 | 5 | 13 | 1 | | 26 | 17 |
| N.A. | 1 | 4 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | | 3 | 3 |
| Total | 28 | 100 | 38 | 100 | 33 | 100 | 39 | 100 | 7 | | 145 | 100 |

North Atlantic - "Yes, to the extent we can."
"If at no expense to local station."
"Yes, some."
"No, do not have enough staff."

Great Lakes and Plains - "Yes, providing cost free to station."
"Within reason as to cost."
"Yes, if not too many voluminous questionnaires."
"Don't feel Lehrer's proposal is feasible from a practical standpoint."

Southeast - "Do not have enough staff."
"Staff too small to take on an extra project."
"Cost too great."

West and Southwest - "Yes, depending on time it takes."
"No, do not have enough staff."

Community - Forty-four stations answered "yes"
Nine stations answered "no"
One station "no answer"

School District - Fifteen stations answered "yes"
Three stations answered "no"
One station "no answer"

State Authority - Twenty stations answered "yes"
Five stations answered "no"
One station "no answer"

University - Thirty-seven stations answered "yes"
Eight stations answered "no"
One station "no answer"

Table 1.a-b

| | Group 1 | | Group 2 | | Group 3 | | Group 4 | | Group 5 | | Group 6 | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| Yes | 19 | 79 | 19 | 76 | 19 | 83 | 20 | 83 | 19 | 79 | 20 | 80 | 116 | 80 |
| No | 5 | 21 | 6 | 24 | 3 | 13 | 3 | 13 | 5 | 21 | 4 | 12 | 26 | 17 |
| N.A. | 0 | 0 | 0 | 0 | 1 | 4 | 1 | 4 | 0 | 0 | 1 | 4 | 3 | 3 |

Top Ten - Nine stations answered "yes"
One station answered "no"

b. If your response to "a" is "Yes," would that willingness extend to cooperation of you and/or certain of your staff members in answering detailed questionnaires, participating in seminars or assisting in experimental production? ___Yes ___No

Table 1.b-a

| | North Atlantic | | Great Lakes and Plains | | Southeast | | West and Southwest | | Non-contiguous | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| Yes | 23 | 100 | 31 | 97 | 23 | 100 | 33 | 95 | 4 | | 114 | 98 |
| No | 0 | 0 | 1 | 3 | 0 | 0 | 1 | 5 | 0 | | 2 | 2 |
| Total | 23 | 100 | 34 | 100 | 23 | 100 | 34 | 100 | 4 | | 116 | 100 |

Table 1.b-b

| | Group 1 | | Group 2 | | Group 3 | | Group 4 | | Group 5 | | Group 6 | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| Yes | 19 | 100 | 19 | 100 | 19 | 100 | 18 | 90 | 19 | 100 | 20 | 100 | 114 | 98 |
| No | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 10 | 0 | 0 | 0 | 0 | 2 | 2 |
| Total | 19 | 100 | 19 | 100 | 19 | 100 | 20 | 100 | 19 | 100 | 20 | 100 | 116 | 100 |

Top Ten - Nine stations answered "yes"
One station answered "no"

c. Understanding that the study itself would deal with the details of the many options available, PBS is nevertheless interested in your preliminary, general feelings about the major elements so far proposed. Overall are you favorably or unfavorably disposed toward:

| | Favorable | Unfavorable |
|---|---|---|
| (1) A regular public affairs, matrixed program | ____ | ____ |
| (2) Inclusion of an Ombudsmen in national public television public affairs programming | ____ | ____ |
| (3) A weekly For-The-Record program | ____ | ____ |

(1) A regular public affairs, matrixed program

Table 1.c-(1)a

| | North Atlantic | | Great Lakes and Plains | | Southeast | | West and Southwest | | Non-contiguous | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| Favorable | 19 | 68 | 28 | 74 | 22 | 67 | 29 | 74 | 5 | | 104 | 71 |
| Unfavorable | 5 | 18 | 0 | 24 | 9 | 27 | 9 | 23 | 0 | | 32 | 22 |
| N.A. | 2 | 7 | 1 | 2 | 1 | 3 | 1 | 3 | 2 | | 6 | 5 |
| Qualified | 2 | 7 | 0 | 0 | 1 | 3 | 0 | 0 | 0 | | 3 | 2 |
| Total | 28 | 100 | 38 | 100 | 33 | 100 | 39 | 100 | 7 | | 145 | 100 |

North Atlantic - "Qualified answer in between favorable and unfavorable."
"Depends - questionable."
"Favorable, if done with other public affairs."

Great Lakes and Plains - "Rated unfavorable because quality probably wouldn't be good."

Southeast - "Qualified answer - undecided."

West and Southwest - "Yes, assuming it would have proper funding."

Table 1.c-(1)b

| | Community | | School District | | State Authority | | University | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % |
| Favorable | 37 | 69 | 14 | 74 | 20 | 73 | 33 | 72 | 104 | 71 |
| Unfavorable | 12 | 22 | 4 | 21 | 5 | 19 | 11 | 24 | 32 | 22 |
| N.A. | 3 | 6 | 1 | 5 | 0 | 0 | 2 | 4 | 6 | 5 |
| Qualified | 2 | 3 | 0 | 0 | 1 | 4 | 0 | 0 | 3 | 2 |
| Total | 54 | 100 | 19 | 100 | 26 | 100 | 46 | 100 | 145 | 100 |

Table 1.c-(1)c

| | Group 1 | | Group 2 | | Group 3 | | Group 4 | | Group 5 | | Group 6 | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| Favorable | 17 | 71 | 18 | 72 | 18 | 78 | 14 | 58 | 16 | 67 | 21 | 80 | 104 | 71 |
| Unfavorable | 5 | 21 | 6 | 24 | 2 | 9 | 8 | 33 | 8 | 33 | 3 | 12 | 32 | 22 |
| N.A. | 1 | 4 | 1 | 4 | 2 | 9 | 2 | 9 | 0 | 0 | 0 | 0 | 6 | 5 |
| Qualified | 1 | 4 | 0 | 0 | 1 | 4 | 0 | 0 | 0 | 0 | 1 | 4 | 3 | 2 |
| Total | 24 | 100 | 25 | 100 | 23 | 100 | 24 | 100 | 24 | 100 | 25 | 100 | 145 | 100 |

Top Ten - Six stations "favorable"
Two stations "unfavorable"
One station "no answer"
One qualified answer as "in between favorable and unfavorable"

(2) Inclusion of an Ombudsman in national public television public affairs programming

Table 1.a-(2)a

| | North Atlantic | | Great Lakes and Plains | | Southeast | | West and Southwest | | Non-contiguous | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| Favorable | 16 | 57 | 23 | 60 | 24 | 73 | 27 | 69 | 2 | | 92 | 63 |
| Unfavorable | 8 | 29 | 13 | 34 | 6 | 18 | 8 | 21 | 2 | | 37 | 25 |
| N.A. | 2 | 7 | 1 | 3 | 1 | 3 | 3 | 8 | 3 | | 10 | 8 |
| Qualified | 2 | 7 | 1 | 3 | 2 | 6 | 1 | 2 | 0 | | 6 | 4 |
| Total | 28 | 100 | 38 | 100 | 33 | 100 | 39 | 100 | 7 | | 145 | 100 |

North Atlantic - "No, because public is omitted."
"Neutral."
"Undecided."
"Favorable, but not on a grand scheme."

Great Lakes and Plains - "All better done on local level."
"What are the funding levels?"
"Qualified answer as doubtful."

West and Southwest - "Favorable, but with reservations."
"Neutral on matter - can't answer."

Table 1.a-b

| | Community | | School District | | State Authority | | University | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % |
| Favorable | 34 | 63 | 11 | 58 | 15 | 58 | 32 | 70 | 92 | 63 |
| Unfavorable | 13 | 24 | 5 | 26 | 8 | 27 | 11 | 24 | 37 | 25 |
| N.A. | 5 | 9 | 1 | 5 | 2 | 8 | 2 | 4 | 10 | 8 |
| Qualified | 2 | 4 | 2 | 11 | 1 | 3 | 1 | 2 | 6 | 4 |
| Total | 54 | 100 | 19 | 100 | 26 | 100 | 46 | 100 | 145 | 100 |

Table 1.a(2)b

| | Group 1 | | Group 2 | | Group 3 | | Group 4 | | Group 5 | | Group 6 | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| Favorable | 14 | 60 | 19 | 76 | 15 | 65 | 14 | 59 | 17 | 71 | 13 | 52 | 92 | 63 |
| Unfavorable | 8 | 32 | 3 | 12 | 6 | 26 | 6 | 25 | 6 | 25 | 8 | 29 | 37 | 25 |
| N.A. | 1 | 4 | 1 | 4 | 2 | 9 | 2 | 8 | 1 | 4 | 3 | 17 | 10 | 8 |
| Qualified | 1 | 4 | 2 | 8 | 0 | 0 | 2 | 8 | 0 | 0 | 1 | 2 | 6 | 4 |
| Total | 24 | 100 | 25 | 100 | 23 | 100 | 24 | 100 | 24 | 100 | 25 | 100 | 145 | 100 |

Top Ten - Five stations "favorable"
Four stations "unfavorable"
One station "no answer"

(3) A weekly For-The-Record program

Table 1.c-(3)a

| | North Atlantic | | Great Lakes and Plains | | Southeast | | West and Southwest | | Non-contiguous | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| Favorable | 17 | 61 | 30 | 79 | 25 | 76 | 31 | 79 | 4 | | 107 | 74 |
| Unfavorable | 9 | 32 | 5 | 13 | 8 | 24 | 7 | 18 | 1 | | 30 | 20 |
| N.A. | 2 | 7 | 1 | 3 | 0 | 0 | 1 | 3 | 2 | | 6 | 5 |
| Qualified | 0 | 0 | 2 | 5 | 0 | 0 | 0 | 0 | 0 | | 2 | 1 |
| Total | 28 | 100 | 38 | 100 | 33 | 100 | 39 | 100 | 7 | | 145 | 100 |

North Atlantic - "No, format is wrong."
"This should be done on radio."
"Suggest that NPACT hire teams and produce through five stations."

Great Lakes and Plains - Qualified as questionable.
Qualified as neutral.
Favorable comments were:
"Marvelous idea to enlighten the people of United States."
"Yes, but on a National level."
"Yes, on an open ended basis."
Unfavorable comments were:
"Not of any value week in and week out.

West and Southwest - "Perhaps not weekly but as events dictate."
"If the events are important."

Table 1.c-(3)b

| | Community | | School District | | State Authority | | University | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % |
| Favorable | 36 | 67 | 17 | 90 | 19 | 73 | 35 | 76 | 107 | 74 |
| Unfavorable | 13 | 24 | 1 | 5 | 7 | 23 | 9 | 20 | 30 | 20 |
| N.A. | 4 | 7 | 0 | 0 | 0 | 0 | 2 | 4 | 6 | 5 |
| Qualified | 1 | 2 | 1 | 5 | 0 | 0 | 0 | 0 | 2 | 1 |
| Total | 54 | 100 | 19 | 100 | 26 | 100 | 46 | 100 | 145 | 100 |

Table 1.c-(3)c

| | Group 1 | | Group 2 | | Group 3 | | Group 4 | | Group 5 | | Group 6 | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| Favorable | 19 | 79 | 18 | 72 | 13 | 57 | 18 | 75 | 18 | 75 | 21 | 84 | 107 | 74 |
| Unfavorable | 3 | 13 | 6 | 24 | 9 | 39 | 4 | 17 | 5 | 21 | 3 | 12 | 30 | 20 |
| N.A. | 1 | 4 | 1 | 4 | 1 | 4 | 2 | 8 | 0 | 0 | 1 | 4 | 6 | 5 |
| Qualified | 1 | 4 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 4 | 0 | 0 | 2 | 1 |
| Total | 24 | 100 | 25 | 100 | 23 | 100 | 24 | 100 | 24 | 100 | 25 | 100 | 145 | 100 |

Top Ten - Eight stations "favorable"
One station "unfavorable"
One station "no answer"

2. UP to this point in time the national service has offered no Formal Educative (Instructional) programming, i.e., programs related to a specific educational institution and viewed for credit with that institution. PBS has fed ITV programs only on an occasional and experimental basis as an information service to stations. Recently, however, the question of nationally distributed instructional programming has been increasingly raised.
   a. Given the needs of your community, the nature of your own ITV service, and the availability or lack of such programming regionally or locally, how important do you feel it is for the national service to begin offering instructional programming?
   Very Necessary/1 2 3 4 5/Unnecessary

Table 2.a-a

| | | North Atlantic | | Great Lakes and Plains | | Southeast | | West and Southwest | | Non-contiguous | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| Very Necessary | 1 | 6 | 21 | 6 | 16 | 9 | 28 | 14 | 36 | 3 | | 38 | 26 |
| | 2 | 2 | 7 | 15 | 38 | 7 | 21 | 13 | 33 | 1 | | 38 | 26 |
| | 3 | 4 | 14 | 4 | 11 | 6 | 18 | 6 | 15 | 0 | | 20 | 14 |
| | 4 | 8 | 30 | 6 | 16 | 5 | 15 | 3 | 8 | 0 | | 22 | 16 |
| Unnecessary | 5 | 6 | 21 | 6 | 16 | 4 | 12 | 2 | 5 | 1 | | 19 | 12 |
| N.A. | | 2 | 7 | 1 | 3 | 2 | 6 | 1 | 3 | 2 | | 8 | 6 |
| Total | | 28 | 100 | 38 | 100 | 33 | 100 | 39 | 100 | 7 | | 145 | 100 |

North Atlantic - "A '3' but it depends upon type of instruction."

West and Southwest - "I rated this a '5' only because of funding."

Table 2.a-b

| | | Group 1 | | Group 2 | | Group 3 | | Group 4 | | Group 5 | | Group 6 | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| Very Necessary | 1 | 6 | 25 | 5 | 20 | 8 | 35 | 7 | 30 | 3 | 13 | 9 | 36 | 38 | 26 |
| | 2 | 3 | 13 | 7 | 28 | 3 | 13 | 6 | 26 | 8 | 33 | 11 | 44 | 38 | 26 |
| | 3 | 4 | 16 | 5 | 20 | 4 | 17 | 2 | 8 | 4 | 17 | 1 | 4 | 20 | 14 |
| | 4 | 6 | 25 | 3 | 12 | 3 | 13 | 5 | 20 | 4 | 17 | 1 | 4 | 22 | 16 |
| Unnecessary | 5 | 3 | 13 | 4 | 16 | 3 | 13 | 2 | 8 | 5 | 20 | 2 | 8 | 19 | 12 |
| N.A. | | 2 | 8 | 1 | 4 | 2 | 9 | 2 | 8 | 0 | 0 | 1 | 4 | 8 | 6 |
| Total | | 24 | 100 | 25 | 100 | 23 | 100 | 24 | 100 | 24 | 100 | 25 | 100 | 145 | 100 |

Top Ten - One station rated "Very Necessary"
Two stations gave it a "2" rating
One station gave it a "3" rating
Four stations gave it a "4" rating
One station "Unnecessary"
One station "no answer"

Mean Rating = 2.6

b. If your response was (1) or (2), please indicate which subject areas you think would be suitable for a national ITV service.
(1) ______________________ (2) ______________________
(3) ______________________

North Atlantic -

- High School equivalency
- Elementary news, Humanities, American History
- Need something on Economics
- Like ALPS - Vocational Training
- Bill of Rights, Political Ideologies, Open University of North America
- American History, European History, Asian History
- Work with local council in determining these courses
- World Cultures, health, identity and self esteem
- Current issues
- American History, consumers education, vocational education
- High school equivalency

Seventeen had "no suggestions"

Great Lakes and Plains -

- American history
- Health, arts and humanities, sciences with ecology emphasis
- Consumer education, economic education, more ETV for classroom

Great Lakes and Plains (cont.) -

- Economics, U.S. history, Western Civilization
- Definite need for broadcasting educational courses like the Open University concept
- Adult learning, professional upgrading, High School Equivalency
- Health, American history
- Science, math, various subject fields but with two levels college and secondary
- Basic level art courses
- Enrichment courses in Social Studies, basic courses in remedial English, and science courses
- G. E. D.
- In-service training, continual professional education and college level courses
- English, government and math
- High School equivalency, Adult Basic Education and vocational technical education courses
- General education for implementation of industrial cooperation with business
- Economics, Political Science, child psychology
- General education, developing reading
- U.S. History, foreign languages, music and art
- Language arts, adult math, skill building courses, such as how to do it
- High school equivalency courses, everyday law and history
- G. E. D. equivalency

Seventeen had "no suggestions"

Southeast -

- High school equivalency, ITV with courses for credit, would be impossible to organize on a national basis because of the heavy emphasis on state and local autonomy in this area. The material should begin to be available, however; it might "wet" local appetites and inspire initiatives. Also, from a political point of view, PBS ought to become more active in the ITV area, as an added inducement for congressional support and funding.
- Adult reading improvement
- Adult education
- Consumer affairs
- High school equivalency and college credit
- Humanities, personal management and accounting for non-financial majors, communication skills
- Human Relations, knowledge courses on college level, skill courses, vocational and continuing education - avocations
- Literature, history, math, economics
- Science, art, literature
- Math, science and Social Studies
- Adult and high school equivalency
- Reading, high school equivalency for diploma

Southeast (cont.) -

- Remedial reading, speech and high school equivalency
- Higher education, continuing education, para-professional training
- Math K-6, literature K-6, science K-6 a pipeline use of services being broadly used from known library source as NIT or Great Plains National Library
- Against ITV on the network other than preschool - first grade unless there is reward system, credit or diplomas
- Adult Basic Education
- History, science and math
- Social Studies, science and language arts

Fourteen had "no suggestions"

West and Southwest -

- Basic Education like ALPS
- Health care consumer information
- Adult education, history and science
- Follow through program on ALPS
- U.S. Government, International Affairs, domestic economics
- Science, math, Social Studies
- Practical business math, and English and language arts
- Follow-up on ALPS and Electric Company, free enterprise value and how it works and American history
- Basic art and music, Social Studies on elementary level, National news cast for elementary level
- Health and nutrition, music appreciation, enrichment math
- First must get system in order. It is a necessary service but other priorities come first
- Science, anthropology, history
- Art, music, business courses
- Adult education, Ethnic Studies grades 6-8, equivalency to ALPS programs
- Math
- History, consumer information, adult education
- English, reading, consumer education and health education
- Adult Career Education, early childhood and handicapped persons
- Science, Language Arts and especially for minorities
- Survey universities and colleges to determine needs--not stations
- Only for ITV high school courses and drivers education
- General Extension and programs to improve basic skills
- Math and literature on high school level
- Math, science and reading
- Adult basic education, drivers education and environmental studies
- We would welcome high quality instruction and educational programs but we have mixed feelings about programs for credit

West and Southwest (cont.) -

- Career information and vocation specials on what it is about - not necessarily on how to do it
- Adult education
- English
- TV high school, ALPS, and college credit courses for adults

Nine had "no suggestions"

Non-contiguous -

- Arts and science, youth and children
- Literacy, G. E. D. English as a second language
- Social Sciences, and Vocational
- English as a second language or grammar, science, Junior High level, and U. S. history

Three had "no suggestions"

## II. SYSTEM USE AND DEVELOPMENT

### A. Interconnection

If by January 1, 1973 your station(s) was (were) interconnected or if you utilized an off-air signal, please answer all questions in this section. If your station(s) was (were) using any form of network signal by January 1, please skip questions 1-4 and answer only question B 1-4.

1. Beginning January, 1972, PBS began operating the interconnection six nights a week.
   a. Prior to that time was (were) your station(s) on the air at least six nights a week?
      ____ Yes (Date you began six-night service________________)
      ____ No

Table 1.a-a

REGIONS

North Atlantic

| | Late '50 | Early '60 | '65 | '66 | '67 | '68 | '69 | '70 | '71 | Don't know | Totals No. | % |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Yes | 1 | 5 | 0 | 1 | 3 | 3 | 3 | 1 | 3 | 3 | 23 | 82 |
| No | | | | | | | | | | | 3 | 11 |
| Non-interconnected | | | | | | | | | | | 2 | 7 |
| Total | | | | | | | | | | | 28 | 100 |

Great Lakes and Plains

| | Late '50 | Early '60 | '65 | '66 | '67 | '68 | '69 | '70 | '71 | Don't know | Totals No. | % |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Yes | 1 | 1 | 3 | 2 | 7 | 4 | 1 | 3 | 2 | 2 | 26 | 70 |
| No | | | | | | | | | | | 9 | 24 |
| Non-interconnected | | | | | | | | | | | 3 | 6 |
| Total | | | | | | | | | | | 38 | 100 |

## Southeast

| | Late '50 | Early '60 | '65 | '66 | '67 | '68 | '69 | '70 | '71 | Don't know | Totals No. | Totals % |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Yes | 1 | 3 | 0 | 3 | 2 | 3 | 3 | 3 | 2 | 1 | 21 | 64 |
| No | | | | | | | | | | | 9 | 27 |
| Non-interconnected | | | | | | | | | | | 3 | 9 |
| Total | | | | | | | | | | | 33 | 100 |

## West and Southwest

| | Late '50 | Early '60 | '65 | '66 | '67 | '68 | '69 | '70 | '71 | Don't know | Totals No. | Totals % |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Yes | 0 | 1 | 4 | 2 | 4 | 2 | 1 | 1 | 5 | 5 | 25 | 64 |
| No | | | | | | | | | | | 10 | 26 |
| Non-interconnected | | | | | | | | | | | 4 | 10 |
| Total | | | | | | | | | | | 39 | 100 |

The 7 non-contiguous groups are not interconnected and must be added into the total when grouped in the following manner:

Table 1.a-b

## POPULATION GROUPS

| | Group 1 No. | Group 1 % | Group 2 No. | Group 2 % | Group 3 No. | Group 3 % | Group 4 No. | Group 4 % | Group 5 No. | Group 5 % | Group 6 No. | Group 6 % | Totals No. | Totals % |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Yes | 18 | 75 | 19 | 76 | 19 | 84 | 14 | 58 | 13 | 54 | 12 | 48 | 95 | 66 |
| No | 4 | 17 | 5 | 20 | 2 | 8 | 7 | 29 | 9 | 38 | 4 | 16 | 31 | 21 |
| Non-interconnected | 2 | 8 | 1 | 4 | 2 | 8 | 3 | 13 | 2 | 8 | 9 | 36 | 19 | 13 |
| Total | 24 | 100 | 25 | 100 | 23 | 100 | 24 | 100 | 24 | 100 | 25 | 100 | 145 | 100 |

Table 1.a-c

LICENSEE CODES

| | Community | | School District | | State Authority | | University | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % |
| Yes | 43 | 80 | 11 | 58 | 14 | 54 | 27 | 60 | 95 | 66 |
| No | 4 | 7 | 5 | 26 | 8 | 31 | 14 | 30 | 31 | 21 |
| Non-interconnected | 7 | 13 | 3 | 6 | 4 | 15 | 5 | 10 | 19 | 13 |
| Total | 54 | 100 | 19 | 100 | 26 | 100 | 46 | 100 | 145 | 100 |

b. If (a) is "No," have you since moved to at least a six-night service?
____ Yes (Date __________)
____ No

Table 1.b-a

| Region | Yes | No |
|---|---|---|
| North Atlantic<br>(Dec., '73) | 1 | 2 |
| Great Lakes and Plains<br>(Jan., '72; July, '72; Sept., '72; Sept., '72; Oct., '72; Jan., '73; and Jan., '73) | 7 | 2 |
| Southeast<br>(Jan., '72; March, '72; April, '72; April, '72; Oct., '72; and Oct., '72) | 6 | 3 |
| West and Southwest<br>(Jan., '72; Jan., '72; Jan., '72; Feb., '72; May, '72; Sept., '72; Dec., '72; and Dec., '72) | 8 | 2 |
| Total | 22 | 9 |

c. If (b) is "Yes," did the PBS move to six nights help your own move to a six- or seven-night service?
____ Yes ____ No

Table 1.c-a

| Region | Yes | No |
|---|---|---|
| North Atlantic | 1 | 0 |
| Great Lakes and Plains | 7 | 0 |
| Southeast | 6 | 0 |
| West and Southwest | 8 | 0 |
| Total | 22 | 0 |

d. If (b) is "No," did the PBS move to six nights at least help you to make plans for your own move to a six- or seven-night service?
____ Yes (Date planned __________ )
____ No

Table 1.c-a

| Region | Yes | No |
|---|---|---|
| North Atlantic | 0 | 2 |
| Great Lakes and Plains<br>('73) | 1 | 1 |
| Southeast<br>(July, '73 and Fall, '73) | 2 | 1 |
| West and Southwest | 0 | 2 |
| Total | 3 | 6 |

2. Beginning in September, 1972, with origination help from the New York State Network, PBS began operating the interconnection Saturday mornings.
   a. Prior to that time was (were) your station(s) on the air on Saturday morning?

____Yes (Date you began Saturday morning service ________________)
____No

Table 2.a-a

## REGIONS

### North Atlantic

| | '65 | '66 | '67 | '68 | '69 | '70 | '71 | Early '72 | Don't know | Totals No. | Totals % |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Yes | 0 | 0 | 0 | 1 | 3 | 4 | 1 | 0 | 1 | 10 | 36 |
| No | | | | | | | | | | 16 | 57 |
| Non-interconnected | | | | | | | | | | 2 | 7 |
| Total | | | | | | | | | | 28 | 100 |

### Great Lakes and Plains

| | '65 | '66 | '67 | '68 | '69 | '70 | '71 | Early '72 | Don't know | Totals No. | Totals % |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Yes | 0 | 0 | 1 | 1 | 0 | 2 | 1 | 0 | 1 | 6 | 16 |
| No | | | | | | | | | | 29 | 76 |
| Non-interconnected | | | | | | | | | | 3 | 8 |
| Total | | | | | | | | | | 38 | 100 |

## Southeast

| | '65 | '66 | '67 | '68 | '69 | '70 | '71 | Early '72 | Don't know | Totals No. | Totals % |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Yes | 0 | 0 | 0 | 1 | 2 | 2 | 2 | 2 | 0 | 9 | 27 |
| No | | | | | | | | | | 21 | 64 |
| Non-interconnected | | | | | | | | | | 3 | 9 |
| Total | | | | | | | | | | 33 | 100 |

## West and Southwest

| | '65 | '66 | '67 | '68 | '69 | '70 | '71 | Early '72 | Don't Know | Totals No. | Totals % |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Yes | 1 | 1 | 0 | 0 | 1 | 1 | 2 | 0 | 1 | 7 | 18 |
| No | | | | | | | | | | 28 | 72 |
| Non-interconnected | | | | | | | | | | 4 | 10 |
| Total | | | | | | | | | | 39 | 100 |

Overall - Total of 32 Yes -- 94 No -- 12 Noninterconnected + 7 non-contiguous noninterconnected

b. If (a) is "No," have you since initiated a Saturday morning service?
____ Yes (Date ______________)
____ No

Table 2.b-a

| Region | Yes | No |
|---|---|---|
| North Atlantic<br>(Sept., '72; Sept., '72; and Fall, '72) | 3 | 13 |
| Great Lakes and Plains<br>(8 in Sept., '72 and 3 in Oct., '72) | 11 | 18 |
| Southeast<br>(Sept., '72; Sept., '72; Oct., '72; Oct., '72; Nov., '72; and Dec., '72) | 6 | 15 |
| West and Southwest<br>(Sept., '72; Sept., '72; Fall, '72; Fall, '72; Dec., '72; and Dec., '72) | 6 | 22 |
| Total | 26 | 68 |

c. If (b) is "Yes," did the PBS Saturday morning service help your own initiation of a Saturday morning service?
____ Yes ____ No

Table 2.c-a

| Region | Yes | No |
|---|---|---|
| North Atlantic | 2 | 1 |
| Great Lakes and Plains | 11 | 0 |
| Southeast | 5 | 1 |
| West and Southwest | 6 | 0 |
| Total | 24 | 2 |

d. If (b) is "No," did the PBS Saturday morning service at least allow you to make plans for your own initiation of a Saturday morning service?
____ Yes (Date planned ______________)
____ No

Table 2.d-a

| Region | Yes | No |
|---|---|---|
| North Atlantic | 0 | 13 |
| Great Lakes and Plains<br>(3 in '73; 2 in '74; and 2 budget permits) | 7 | 11 |
| Southeast<br>(Spring, '73; 3 in Fall, '73; and 1 not clear) | 5 | 10 |
| West and Southwest<br>(Feb., '73; Spring, '73; Spring, '73; Fall, '73; Late, '73; and 1 when west coast feed usable time) | 6 | 16 |
| Total | 18 | 50 |

3. Beginning in October, 1972, PBS began operating the interconnection seven nights a week.
   a. Prior to that time was (were) your station(s) on the air seven nights a week?
   ____Yes (Date you began seven-night service ________________)
   ____No

Table 3.a-a

REGIONS

North Atlantic

| | Early '60 | '65 | '66 | '67 | '68 | '69 | '70 | '71 | Early '72 | Don't know | Totals No. | Totals % |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Yes | 3 | 1 | 0 | 2 | 1 | 4 | 4 | 1 | 0 | 2 | 18 | 64 |
| No | | | | | | | | | | | 8 | 25 |
| Non-interconnected | | | | | | | | | | | 2 | 11 |
| Total | | | | | | | | | | | 28 | 100 |

Great Lakes and Plains

| | Early '60 | '65 | '66 | '67 | '68 | '69 | '70 | '71 | Early '72 | Don't know | Totals No. | Totals % |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Yes | 1 | 0 | 0 | 1 | 0 | 2 | 1 | 4 | 2 | 0 | 11 | 30 |
| No | | | | | | | | | | | 24 | 63 |
| Non-interconnected | | | | | | | | | | | 3 | 7 |
| Total | | | | | | | | | | | 38 | 100 |

## Southeast

| | Early '60 | '65 | '66 | '67 | '68 | '69 | '70 | '71 | Early '72 | Don't know | Totals No. | Totals % |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Yes | 2 | 0 | 0 | 0 | 0 | 1 | 0 | 2 | 4 | 3 | 12 | 36 |
| No | | | | | | | | | | | 18 | 55 |
| Non-interconnected | | | | | | | | | | | 3 | 9 |
| Total | | | | | | | | | | | 33 | 100 |

## West and Southwest

| | Early '60 | '65 | '66 | '67 | '68 | '69 | '70 | '71 | Early '72 | Don't know | Totals No. | Totals % |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Yes | 0 | 2 | 1 | 0 | 1 | 2 | 1 | 3 | 1 | 0 | 11 | 30 |
| No | | | | | | | | | | | 24 | 62 |
| Non-interconnected | | | | | | | | | | | 4 | 8 |
| Total | | | | | | | | | | | 39 | 100 |

Overall - Total of 52 Yes -- 74 No - 12 + 7 non-contiguous that are not interconnected

b. If (a) is "No," have you since moved to a seven-night service?
____ Yes (Date ________________)
____ No

Table 3.b-a

| Region | Yes | No |
|---|---|---|
| North Atlantic<br>(Sept., '72 and Oct., '72 | 2 | 6 |
| Great Lakes and Plains<br>(2 in Sept., '72 and 6 in Oct., '72) | 8 | 16 |
| Southeast<br>(Sept., '72; Sept., '72; Oct., '72; Nov., '72; Dec., '72; and Dec., '72) | 6 | 12 |
| West and Southwest<br>(Sept., '72; 4 in Oct., '72; 3 in Fall, '72; and 3 in Nov., '72) | 10 | 14 |
| Total | 26 | 48 |

c. If (b) is "Yes," did the PBS move to seven nights help your own move to a seven-night service?
____ Yes ____ No

Table 3.c-a

| Region | Yes | No |
|---|---|---|
| North Atlantic | 2 | 0 |
| Great Lakes and Plains | 10 | 0 |
| Southeast | 6 | 0 |
| West and Southwest | 7 | 1 |
| Total | 25 | 1 |

d. If (b) is "No," did the PBS move to seven nights at least help you make plans for your own move to a seven-night service?
____ Yes (Date planned ______________)
____ No

Table 3.d-a

| Region | Yes | No |
|---|---|---|
| North Atlantic | 0 | 6 |
| Great Lakes and Plains ('73; Fall, '73; '74; when transmitter completed and depends) | 5 | 11 |
| Southeast (Mar., '73; Spring, '73; Fall, '73; Early, '74; and 3 unknown) | 7 | 5 |
| West and Southwest (Feb., '73; Spring, '73; Early, '74; 1 pending and 1 questionable) | 5 | 9 |
| Total | 17 | 31 |

4. Other than the services of PTL, the basic program services offered by PBS presently depend on a single interconnection system. Based on past station input, the majority of programs distributed through this system are fed on a "real time" basis, i.e., a schedule which allows stations the option of carrying programs without tape delay. Of course that system is not "fixed," in that stations may tape and reschedule any program they choose. Moreover, a certain percentage of programs each season are fed on a "non-real time" basis, i.e., with a clear understanding that they will be rescheduled. What PBS offers, then, may be characterized as a "modified real time" service, and PBS is interested in your thoughts on how this system should continue to develop.

   a. Considering the nature of the current interconnection service and the capabilities of your local facilities, please rank the value and importance to your station(s) of the following options. For the purposes of the ranking please assume that the total number of hours per week for each option would be the same and that that number would be equivalent to what the current system now offers -- about 27.5 hours per week, Category I and II, without repeats. (For the ranking, 1 = highest priority; 7 = lowest).

      1. ____ Increase in the proportion of "real time" service and a decrease in the proportion of "non-real time" service.

Table 4.a-1.a

| | | North Atlantic | | Great Lakes and Plains | | Southeast | | West and Southwest | | Non-contiguous | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| Ratings | 1 | 9 | 32 | 11 | 29 | 7 | 21 | 8 | 21 | 0 | | 35 | 24 |
| | 2 | 6 | 21 | 10 | 26 | 12 | 37 | 18 | 45 | 0 | | 46 | 33 |
| | 3 | 2 | 7 | 2 | 5 | 4 | 12 | 4 | 10 | 0 | | 12 | 8 |
| | 4 | 3 | 11 | 3 | 8 | 3 | 9 | 0 | 0 | 0 | | 9 | 6 |
| | 5 | 1 | 4 | 1 | 3 | 0 | 0 | 1 | 3 | 0 | | 3 | 2 |
| | 6 | 1 | 4 | 1 | 3 | 1 | 3 | 0 | 0 | 0 | | 3 | 2 |
| | 7 | 0 | 0 | 2 | 5 | 1 | 3 | 3 | 8 | 0 | | 6 | 4 |
| No | | 2 | 7 | 2 | 5 | 1 | 3 | 2 | 5 | 0 | | 6 | 4 |
| No.A. | | 4 | 14 | 6 | 16 | 4 | 12 | 3 | 8 | 7 | | 25 | 17 |
| Total | | 28 | 100 | 38 | 100 | 33 | 100 | 39 | 100 | 7 | | 145 | 100 |

Table 4.a-1.b

| | | Group 1 | | Group 2 | | Group 3 | | Group 4 | | Group 5 | | Group 6 | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| Ratings | 1 | 6 | 25 | 6 | 24 | 6 | 26 | 4 | 17 | 7 | 29 | 6 | 24 | 35 | 24 |
| | 2 | 7 | 30 | 8 | 32 | 9 | 40 | 10 | 42 | 7 | 29 | 5 | 20 | 46 | 33 |
| | 3 | 2 | 8 | 1 | 4 | 2 | 9 | 2 | 8 | 2 | 8 | 3 | 12 | 12 | 8 |
| | 4 | 1 | 4 | 3 | 12 | 1 | 4 | 2 | 8 | 2 | 8 | 0 | 0 | 9 | 6 |
| | 5 | 2 | 8 | 1 | 4 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 2 |
| | 6 | 1 | 4 | 1 | 4 | 0 | 0 | 0 | 0 | 1 | 4 | 0 | 0 | 3 | 2 |
| | 7 | 0 | 0 | 1 | 4 | 1 | 4 | 1 | 4 | 2 | 8 | 1 | 4 | 6 | 4 |
| No | | 2 | 8 | 2 | 8 | 1 | 4 | 1 | 4 | 0 | 0 | 0 | 0 | 6 | 4 |
| N.A. | | 3 | 13 | 2 | 8 | 3 | 13 | 4 | 17 | 3 | 14 | 10 | 40 | 25 | 17 |
| Total | | 24 | 100 | 25 | 100 | 23 | 100 | 24 | 100 | 24 | 100 | 25 | 100 | 145 | 100 |

Mean Rating = 2.4

2. ____ Maintenance of the current proportions in the "modified real time" service.

Table 4.a-2.a

| | | North Atlantic | | Great Lakes and Plains | | Southeast | | West and Southwest | | Non-contiguous | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| Ratings | 1 | 13 | 46 | 14 | 37 | 19 | 58 | 24 | 61 | 0 | | 70 | 49 |
| | 2 | 11 | 39 | 14 | 37 | 8 | 24 | 6 | 15 | 0 | | 39 | 27 |
| | 3 | 0 | 0 | 2 | 5 | 1 | 3 | 2 | 5 | 0 | | 5 | 3 |
| | 4 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 3 | 0 | | 1 | 1 |
| | 5 | 0 | 0 | 1 | 3 | 0 | 0 | 1 | 3 | 0 | | 2 | 1 |
| | 6 | 1 | 4 | 1 | 3 | 1 | 3 | 0 | 0 | 0 | | 3 | 2 |
| | 7 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | 0 | 0 |
| No | | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | 0 | 0 |
| N.A. | | 3 | 11 | 6 | 15 | 4 | 12 | 5 | 13 | 7 | | 25 | 17 |
| Total | | 28 | 100 | 38 | 100 | 33 | 100 | 39 | 100 | 7 | | 145 | 100 |

Table 4.a-2.b

| | | Group 1 | | Group 2 | | Group 3 | | Group 4 | | Group 5 | | Group 6 | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| Ratings | 1 | 9 | 38 | 15 | 60 | 12 | 53 | 12 | 50 | 14 | 58 | 8 | 32 | 70 | 49 |
| | 2 | 9 | 38 | 8 | 32 | 7 | 30 | 6 | 25 | 6 | 25 | 3 | 12 | 39 | 27 |
| | 3 | 1 | 4 | 0 | 0 | 0 | 0 | 1 | 4 | 1 | 4 | 2 | 8 | 5 | 3 |
| | 4 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 4 | 1 | 1 |
| | 5 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 4 | 0 | 0 | 1 | 4 | 2 | 1 |
| | 6 | 2 | 8 | 0 | 0 | 1 | 4 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 2 |
| | 7 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| No | | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| N.A. | | 3 | 12 | 2 | 8 | 3 | 13 | 4 | 17 | 3 | 13 | 10 | 40 | 25 | 17 |
| Total | | 24 | 100 | 25 | 100 | 23 | 100 | 24 | 100 | 24 | 100 | 25 | 100 | 145 | 100 |

Mean Rating = 1.6

3. ____ Reduction of the proportion of "real time" service for an increase in the proportion of "non-real time" service.

Table 4.a-3.a

| | | North Atlantic | | Great Lakes and Plains | | Southeast | | West and Southwest | | Non-contiguous | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| Ratings | 1 | 2 | 7 | 2 | 5 | 2 | 6 | 3 | 8 | 0 | | 9 | 6 |
| | 2 | 3 | 11 | 8 | 21 | 6 | 18 | 5 | 13 | 0 | | 22 | 15 |
| | 3 | 14 | 50 | 17 | 44 | 19 | 58 | 20 | 50 | 0 | | 70 | 49 |
| | 4 | 2 | 7 | 1 | 3 | 0 | 0 | 2 | 5 | 0 | | 5 | 3 |
| | 5 | 0 | 0 | 1 | 3 | 0 | 0 | 1 | 3 | 0 | | 2 | 1 |
| | 6 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | 0 | 0 |
| | 7 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 3 | 0 | | 1 | 1 |
| No | | 3 | 11 | 3 | 8 | 2 | 6 | 3 | 8 | 0 | | 11 | 8 |
| N.A. | | 4 | 14 | 6 | 16 | 4 | 12 | 4 | 10 | 7 | | 25 | 17 |
| Total | | 28 | 100 | 38 | 100 | 33 | 100 | 39 | 100 | 7 | | 145 | 100 |

Table 4.a-3.b

| | | Group 1 | | Group 2 | | Group 3 | | Group 4 | | Group 5 | | Group 6 | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| Ratings | 1 | 3 | 13 | 0 | 0 | 2 | 9 | 3 | 13 | 0 | 0 | 1 | 4 | 9 | 16 |
| | 2 | 3 | 13 | 5 | 20 | 2 | 9 | 3 | 13 | 6 | 25 | 3 | 12 | 22 | 15 |
| | 3 | 12 | 49 | 14 | 56 | 14 | 60 | 12 | 50 | 11 | 46 | 7 | 28 | 70 | 49 |
| | 4 | 1 | 4 | 1 | 4 | 0 | 0 | 0 | 0 | 2 | 8 | 1 | 4 | 5 | 3 |
| | 5 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 4 | 0 | 0 | 1 | 4 | 2 | 1 |
| | 6 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| | 7 | 0 | 0 | 1 | 4 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 |
| No | | 2 | 8 | 2 | 8 | 2 | 9 | 1 | 4 | 2 | 8 | 2 | 8 | 11 | 8 |
| N.A. | | 3 | 13 | 2 | 8 | 3 | 13 | 4 | 16 | 3 | 13 | 10 | 40 | 25 | 17 |
| Total | | 24 | 100 | 25 | 100 | 23 | 100 | 24 | 100 | 24 | 100 | 25 | 100 | 145 | 100 |

4. ____ Reduction of the proportion of "real time" service for an increase in the proportion of a tape distribution service such as PTL.

Table 4.a-4.a

| | | North Atlantic | | Great Lakes and Plains | | Southeast | | West and Southwest | | Non-contiguous | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| Ratings | 1 | 0 | 0 | 1 | 3 | 1 | 3 | 0 | 0 | 0 | | 2 | 1 |
| | 2 | 1 | 4 | 1 | 3 | 1 | 3 | 2 | 5 | 0 | | 5 | 3 |
| | 3 | 4 | 14 | 6 | 16 | 2 | 6 | 3 | 8 | 0 | | 15 | 10 |
| | 4 | 13 | 46 | 20 | 52 | 16 | 49 | 23 | 58 | 0 | | 72 | 50 |
| | 5 | 3 | 11 | 0 | 0 | 5 | 15 | 3 | 8 | 0 | | 11 | 8 |
| | 6 | 0 | 0 | 0 | 0 | 1 | 3 | 0 | 0 | 0 | | 1 | 1 |
| | 7 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | 0 | 0 |
| No | | 3 | 11 | 3 | 8 | 3 | 9 | 5 | 13 | 0 | | 14 | 10 |
| N.A. | | 4 | 14 | 7 | 18 | 4 | 12 | 3 | 8 | 7 | | 25 | 17 |
| Total | | 28 | 100 | 38 | 100 | 33 | 100 | 39 | 100 | 7 | | 145 | 100 |

Table 4.a-4.b

| | | Group 1 | | Group 2 | | Group 3 | | Group 4 | | Group 5 | | Group 6 | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| Ratings | 1 | 0 | 0 | 2 | 8 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 1 |
| | 2 | 3 | 12 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 8 | 5 | 3 |
| | 3 | 3 | 12 | 2 | 8 | 2 | 9 | 2 | 8 | 5 | 21 | 1 | 4 | 15 | 10 |
| | 4 | 9 | 40 | 12 | 48 | 13 | 56 | 16 | 67 | 14 | 58 | 8 | 32 | 72 | 50 |
| | 5 | 3 | 12 | 3 | 12 | 2 | 9 | 1 | 4 | 0 | 0 | 2 | 8 | 11 | 8 |
| | 6 | 0 | 0 | 0 | 0 | 1 | 4 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 |
| | 7 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 |
| No | | 3 | 12 | 4 | 16 | 2 | 9 | 1 | 4 | 0 | 0 | 0 | 0 | 0 | 0 |
| N.A. | | 3 | 12 | 2 | 8 | 3 | 13 | 4 | 17 | 2 | 8 | 2 | 8 | 14 | 10 |
| | | | | | | | | | | 3 | 13 | 10 | 40 | 25 | 17 |
| Total | | 24 | 100 | 25 | 100 | 23 | 100 | 24 | 100 | 24 | 100 | 25 | 100 | 145 | 100 |

Mean Rating = 3.8

5. ____Elimination of the current "modified real time" service for complete replacement by a mix of services, primarily "non-real time" interconnection, and, secondarily, tape distribution.

Table 4.a-5.a

| | | North Atlantic | | Great Lakes and Plains | | Southeast | | West and Southwest | | Non-contiguous | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| Ratings | 1 | 0 | 0 | 0 | 0 | 1 | 3 | 0 | 0 | 0 | | 1 | 1 |
| | 2 | 1 | 4 | 0 | 0 | 0 | 0 | 3 | 8 | 0 | | 4 | 3 |
| | 3 | 1 | 4 | 1 | 3 | 1 | 3 | 0 | 0 | 0 | | 3 | 2 |
| | 4 | 3 | 11 | 4 | 11 | 6 | 18 | 3 | 8 | 0 | | 16 | 11 |
| | 5 | 15 | 53 | 23 | 60 | 18 | 55 | 21 | 53 | 0 | | 77 | 53 |
| | 6 | 1 | 4 | 0 | 0 | 0 | 0 | 2 | 5 | 0 | | 3 | 2 |
| | 7 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | 0 | 0 |
| No | | 3 | 10 | 3 | 8 | 3 | 9 | 7 | 18 | 0 | | 16 | 11 |
| N.A. | | 4 | 14 | 7 | 18 | 4 | 12 | 3 | 8 | 7 | | 25 | 17 |
| Total | | 28 | 100 | 38 | 100 | 33 | 100 | 39 | 100 | 7 | | 145 | 100 |

Table 4.a-5.b

| | | Group 1 | | Group 2 | | Group 3 | | Group 4 | | Group 5 | | Group 6 | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| Ratings | 1 | 1 | 4 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 |
| | 2 | 1 | 4 | 0 | 0 | 1 | 4 | 2 | 8 | 0 | 0 | 0 | 0 | 4 | 3 |
| | 3 | 0 | 0 | 3 | 12 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 2 |
| | 4 | 4 | 17 | 3 | 12 | 3 | 13 | 1 | 4 | 1 | 4 | 4 | 16 | 16 | 11 |
| | 5 | 11 | 45 | 12 | 48 | 13 | 57 | 15 | 63 | 17 | 71 | 9 | 36 | 77 | 53 |
| | 6 | 0 | 0 | 0 | 0 | 1 | 4 | 1 | 4 | 1 | 4 | 0 | 0 | 3 | 2 |
| | 7 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| No | | 4 | 17 | 5 | 20 | 2 | 9 | 1 | 4 | 2 | 8 | 2 | 8 | 16 | 11 |
| N.A. | | 3 | 13 | 2 | 8 | 3 | 13 | 4 | 17 | 3 | 13 | 10 | 40 | 25 | 17 |
| Total | | 24 | 100 | 25 | 100 | 23 | 100 | 24 | 100 | 24 | 100 | 25 | 100 | 145 | 100 |

Mean Rating = 4.7

6. Elimination of the current "modified real time" service for complete replacement by a mix of services, primarily tape distribution, and, secondarily, "non-real time" interconnection.

Table 4.a-6.a

| | | North Atlantic | | Great Lakes and Plains | | Southeast | | West and Southwest | | Non-contiguous | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| Ratings | 1 | 1 | 4 | 0 | 0 | 0 | 0 | 1 | 3 | 0 | | 2 | 1 |
| | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | 0 | 0 |
| | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 3 | 0 | | 1 | 1 |
| | 4 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 3 | 0 | | 1 | 1 |
| | 5 | 2 | 8 | 3 | 8 | 3 | 9 | 2 | 5 | 0 | | 10 | 7 |
| | 6 | 18 | 63 | 25 | 66 | 23 | 70 | 23 | 58 | 0 | | 89 | 61 |
| | 7 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 3 | 0 | | 1 | 1 |
| No | | 3 | 11 | 3 | 8 | 3 | 9 | 7 | 17 | 0 | | 16 | 11 |
| N.A. | | 4 | 14 | 7 | 18 | 4 | 12 | 3 | 8 | 7 | | 25 | 17 |
| Total | | 28 | 100 | 38 | 100 | 33 | 100 | 39 | 100 | 7 | | 145 | 100 |

Table 4.a-6.b

| | | Group 1 | | Group 2 | | Group 3 | | Group 4 | | Group 5 | | Group 6 | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| Ratings | 1 | 1 | 4 | 0 | 0 | 0 | 0 | 1 | 4 | 0 | 0 | 0 | 0 | 2 | 1 |
| | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 4 | 0 | 0 | 0 | 0 | 1 | 1 |
| | 4 | 0 | 0 | 0 | 0 | 1 | 4 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 |
| | 5 | 3 | 13 | 2 | 8 | 2 | 9 | 1 | 4 | 2 | 8 | 0 | 0 | 10 | 7 |
| | 6 | 13 | 53 | 17 | 68 | 15 | 65 | 15 | 63 | 17 | 71 | 12 | 48 | 89 | 61 |
| | 7 | 0 | 0 | 0 | 0 | 1 | 4 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 |
| No | | 4 | 17 | 4 | 16 | 1 | 4 | 2 | 8 | 2 | 8 | 3 | 12 | 16 | 11 |
| N.A. | | 3 | 13 | 2 | 8 | 3 | 14 | 4 | 17 | 3 | 13 | 10 | 40 | 25 | 17 |
| Total | | 24 | 100 | 25 | 100 | 23 | 100 | 24 | 100 | 24 | 100 | 25 | 100 | 145 | 100 |

Mean Rating = 5.8

7. ____Elimination of all interconnected service for complete replacement by a tape distribution service.

Table 4.a-7.a

| | | North Atlantic | | Great Lakes and Plains | | Southeast | | West and Southwest | | Non-contiguous | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| Ratings | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | 0 | 0 |
| | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | 0 | 0 |
| | 3 | 0 | 0 | 1 | 3 | 0 | 0 | 1 | 3 | 0 | | 2 | 1 |
| | 4 | 0 | 0 | 0 | 0 | 1 | 3 | 0 | 0 | 0 | | 1 | 1 |
| | 5 | 0 | 0 | 1 | 3 | 0 | 0 | 0 | 0 | 0 | | 1 | 1 |
| | 6 | 0 | 0 | 1 | 3 | 0 | 0 | 1 | 3 | 0 | | 2 | 1 |
| | 7 | 21 | 75 | 26 | 67 | 25 | 76 | 26 | 66 | 0 | | 98 | 68 |
| No | | 3 | 11 | 3 | 8 | 3 | 9 | 7 | 18 | 0 | | 16 | 11 |
| N.A. | | 4 | 14 | 6 | 16 | 4 | 12 | 4 | 10 | 7 | | 25 | 17 |
| Total | | 28 | 100 | 38 | 100 | 33 | 100 | 39 | 100 | 7 | | 145 | 100 |

Table 4.a-7.b

| | | Group 1 | | Group 2 | | Group 3 | | Group 4 | | Group 5 | | Group 6 | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| Ratings | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| | 3 | 1 | 4 | 0 | 0 | 0 | 0 | 1 | 4 | 0 | 0 | 0 | 0 | 2 | 1 |
| | 4 | 1 | 4 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 |
| | 5 | 0 | 0 | 0 | 0 | 1 | 4 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 |
| | 6 | 0 | 0 | 1 | 4 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 4 | 2 | 1 |
| | 7 | 17 | 71 | 19 | 76 | 16 | 70 | 17 | 71 | 19 | 80 | 10 | 40 | 98 | 68 |
| No | | 2 | 8 | 3 | 12 | 3 | 13 | 2 | 8 | 2 | 8 | 4 | 16 | 16 | 11 |
| N.A. | | 3 | 13 | 2 | 8 | 3 | 13 | 4 | 17 | 3 | 12 | 10 | 40 | 25 | 17 |
| Total | | 24 | 100 | 25 | 100 | 23 | 100 | 24 | 100 | 24 | 100 | 25 | 100 | 145 | 100 |

Mean Rating = 6.9

The "No Answers" are from several new stations just recently on air, from noninterconnected stations who did not care to select and others who were only interested in the first, second or third option.

Top Ten Stations

Table 4.a-8.a

| Rating | 1's | 2's | 3's | 4's | 5's | 6's | 7's | Total |
|---|---|---|---|---|---|---|---|---|
| | No. | No. | No. | No. | No. | No. | No. | No. |
| Option 1 | 2 | 4 | 1 | 1 | 1 | 0 | 0 | 9 |
| Option 2 | 8 | 2 | 0 | 0 | 0 | 0 | 0 | 10 |
| Option 3 | 0 | 2 | 6 | 0 | 0 | 0 | 1 | 9 |
| Option 4 | 0 | 1 | 1 | 4 | 1 | 0 | 1 | 8 |
| Option 5 | 0 | 0 | 0 | 2 | 5 | 0 | 1 | 8 |
| Option 6 | 0 | 0 | 0 | 0 | 0 | 6 | 2 | 8 |
| Option 7 | 0 | 0 | 0 | 0 | 0 | 2 | 8 | 10 |
| Total | 10 | 9 | 8 | 7 | 7 | 8 | 13 | |

One station rated only option 2 as a 1 and left other options blank.
Another station rated only options 1 and 2 as 1 and 2 and all other options a "7."
Another station rated only the first three options leaving the remaining blank.
Another station rated the last two options as 7's.

b. In light of your rankings of "a" above, how important to your station(s) would be the development of a second interconnection system?
Very Important/1 2 3 4 5/Little Importance

Table 4.b-a

| | North Atlantic | | Great Lakes and Plains | | Southeast | | West and Southwest | | Non-contiguous | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| 1 | 5 | 18 | 2 | 5 | 1 | 3 | 3 | 8 | 0 | | 11 | 8 |
| 2 | 3 | 11 | 3 | 8 | 2 | 6 | 4 | 10 | 0 | | 12 | 6 |
| 3 | 1 | 4 | 1 | 3 | 9 | 28 | 4 | 10 | 0 | | 15 | 10 |
| 4 | 4 | 14 | 11 | 29 | 5 | 15 | 10 | 26 | 0 | | 30 | 22 |
| 5 | 10 | 35 | 14 | 37 | 12 | 36 | 14 | 36 | 0 | | 50 | 35 |
| N.A. | 5 | 18 | 7 | 18 | 4 | 12 | 4 | 10 | 7 | | 27 | 19 |
| Total | 28 | 100 | 38 | 100 | 33 | 100 | 39 | 100 | 7 | | 145 | 100 |

Table 4.b-b

| | Group 1 | | Group 2 | | Group 3 | | Group 4 | | Group 5 | | Group 6 | | Tota |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % | No. |
| 1 | 3 | 13 | 0 | 0 | 6 | 26 | 2 | 8 | 0 | 0 | 0 | 0 | 11 |
| 2 | 2 | 8 | 1 | 4 | 3 | 13 | 1 | 4 | 3 | 13 | 2 | 8 | 12 |
| 3 | 1 | 4 | 4 | 16 | 2 | 9 | 3 | 13 | 3 | 13 | 2 | 8 | 15 |
| 4 | 6 | 25 | 7 | 28 | 3 | 13 | 6 | 25 | 6 | 25 | 2 | 8 | 30 |
| 5 | 7 | 29 | 11 | 44 | 6 | 26 | 8 | 33 | 8 | 32 | 10 | 40 | 50 |
| N.A. | 5 | 21 | 2 | 8 | 3 | 13 | 4 | 17 | 4 | 17 | 9 | 36 | 27 |
| Total | 24 | 100 | 25 | 100 | 23 | 100 | 24 | 100 | 24 | 100 | 25 | 100 | 145 1 |

Table 4.b-c

| | Top Ten | |
|---|---|---|
| | No. | % |
| 1 | 2 | 20 |
| 2 | 0 | 0 |
| 3 | 0 | 0 |
| 4 | 4 | 40 |
| 5 | 3 | 30 |
| N.A. | 1 | 10 |
| Total | 10 | 100 |

Mean Rating = 3.8

c. If your response to "b" was "1" or "2," for what purposes should a second interconnection system be developed?

Group 1 -

North Atlantic and Community Licensee. Also Top Ten
"To carry programming unavailable on other systems" - 1974

North Atlantic and State Authority Licensee
"Greater flexibility in schedule - taping some days - others live. Help other stations work out taping equipment" - 1974

Southeast Region and State Authority Licensee
"Greater diversification of programming - if quality programming is available." - No date

Southeast Region and State Authority Licensee
"Non-real time - instructional" - 1975

West and Southwest Region and Community Licensee - also Top Ten
"To provide alternative programs outside of CPB and PBS" - 1974

Group 2 -

Great Lakes and Plains Region and Community Licensee
"Alternate time feeds - library feeds - record state programs and alternate programs" - 1974

There were three comments from Group 1 that had not rated question c-1 or 2. They were:

1. North Atlantic, Community Licensee
   "Number two (referring to - maintenance of the current proportion in the modified real time service) is all we want to see."
2. West and Southwest, University Licensee
   "Possibly for an optional service for off the record coverage."
3. West and Southwest, University Licensee
   "We aren't interested in tape. Feed us on delayed real time."

Group 3 -

North Atlantic and Community Licensee
"Highly specialized programs for off the record use, - alternate version for program feeds." - No date

Group 3 (continued) -

North Atlantic and Community Licensee
"For Ca. TV" - 1975

North Atlantic and School District Licensee
"Freedom from government control. Number 1 depending upon who controls it." - 1974

North Atlantic and University Licensee
"One system for public TV, second for educational TV." - 1974

North Atlantic and University Code
"Open University of North America and for National Instruction Service for the schools." - 1974

Great Lakes and State Authority Licensee
"More specialized instruction." - 1975

West and Southwest Region and Community Licensee
"Instructional uses - Adult Education and General Basic Education." - 1975

West and Southwest Region and School District Licensee
"Duplication factor." - 1974

West and Southwest Region and University Licensee
No reason given but rated it a 1 - 1974

Group 4 -

North Atlantic and Community Licensee
"To enable us to have flexibility in program time offerings" - 1974

Southeast Region and School District Licensee
"For ITV and library funds" - No date

West and Southwest and School District Licensee
"A two station market." - 1974

A comment from this group in the Southeast Region and a State Authority Licensee was:
"Make more use of present before going to another."

Group 5 -

Great Lakes and Plains and University Licensee
"Feed of non-real time programs or programs when developed. Feed of Category II and III programs which could be recorded and used within individual station schedules." - 1975

Group 5 (continued) -

Great Lakes and Plains and University Licensee
"An alternate to pick up a variety of offerings since we have no other equipment." - 1974

West and Southwest and University Licensee
"Only if it is double offerings with additional money." - 1975

Other comments were from North Atlantic and Community Licensee
"All but number two is unacceptable."

Great Lakes and Plains and University Licensee
"Condition must be better programs before we activate a second interconnect."

Group 6 -

Great Lakes and Plains and School District Licensee
"One good interconnect before two." - after 1976

West and Southwest and University Licensee
No reason given - date 1974

Comment from West and Southwest and University Licensee
"Let's increase present system - dump feeds."

In Group 6 a three rating was given to this question but this comment was made from Southeast Region with a University Licensee
"It seems to me that with the current total hours of programming offered, there would be little use for a second interconnect. If we get to the point where the total service grows to the extent where a second line would make sense, it would increase a station's options and flexibility all the way around."

d. If your response to "b" was "1" or "2," how soon would you like to see a second interconnection system be inaugurated?

During 1974 _____
During 1975 _____
During 1976 _____
After 1976 _____

Table 4.d-a

| | North Atlantic | | Great Lakes and Plains | | Southeast | | West and Southwest | | Non-contiguous | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| 1974 | 6 | 75 | 2 | 40 | 0 | 0 | 6 | 86 | 0 | | 14 | 61 |
| 1975 | 1 | 12 | 2 | 40 | 1 | 33 | 1 | 14 | 0 | | 5 | 22 |
| 1976 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | 0 | 0 |
| After | 0 | 0 | 1 | 10 | 0 | 0 | 0 | 0 | 0 | | 1 | 4 |
| No Date | 1 | 13 | 0 | 0 | 2 | 67 | 0 | 0 | 0 | | 3 | 17 |
| Total | 8 | 100 | 5 | 100 | 3 | 100 | 7 | 100 | 0 | | 23 | 100 |

## B. Technological Developments

1. How many cable television systems in your immediate or extended community carry your signal?

_____ (Number)
_____ No local cable systems or otherwise not applicable

Table 1.a-a

| | North Atlantic | Great Lakes and Plains | Southeast | West and Southwest | Non-contiguous | Totals No. | Totals % |
|---|---|---|---|---|---|---|---|
| None | 0 | 1 | 1 | 2 | 3 | 7 | 5 |
| 1 to 5 | 2 | 5 | 4 | 7 | 2 | 20 | 14 |
| 6 to 10 | 5 | 11 | 7 | 5 | 0 | 28 | 19 |
| 11 to 15 | 5 | 6 | 6 | 5 | 0 | 22 | 15 |
| 16 to 20 | 3 | 5 | 2 | 4 | 0 | 14 | 10 |
| 21 to 30 | 7 | 2 | 2 | 4 | 0 | 15 | 10 |
| 31 to 40 | 2 | 4 | 2 | 2 | 0 | 10 | 7 |
| 41 to 50 | 1 | 0 | 2 | 4 | 0 | 7 | 5 |
| 51 to 60 | 0 | 3 | 3 | 3 | 0 | 9 | 6 |
| 61 to 70 | 1 | 0 | 1 | 0 | 0 | 2 | 1 |
| 71 to 80 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 81 to 90 | 0 | 0 | 1 | 0 | 0 | 1 | 1 |
| 91 to 100 | 1 | 0 | 0 | 0 | 0 | 1 | 1 |
| 101 or over | 0 | 1 | 1 | 2 | 0 | 4 | 3 |
| N.A. | 1 | 0 | 1 | 1 | 2 | 5 | 3 |
| Total | 28 | 38 | 33 | 39 | 7 | 145 | 100 |

2. Have you made agreements with any cable television operators in the community:
   a. To provide production facilities for the public access channel?

_____ Yes _____ No

Table 2.a-a

| | North Atlantic | Great Lakes and Plains | Southeast | West and Southwest | Non-contiguous | Totals No. | Totals % |
|---|---|---|---|---|---|---|---|
| Yes | 2 | 3 | 2 | 1 | 1 | 9 | 6 |
| No | 26 | 35 | 31 | 38 | 4 | 134 | 92 |
| N.A. | 0 | 0 | 0 | 0 | 2 | 2 | 2 |
| Total | 28 | 38 | 33 | 39 | 7 | 145 | 100 |

b. To lease channels for instructional or other programming?
____Yes ____No

Table 2.b-a

| | North Atlantic | Great Lakes and Plains | Southeast | West and Southwest | Non-contiguous | Totals No. | Totals % |
|---|---|---|---|---|---|---|---|
| Yes | 0 | 1 | 2 | 1 | 0 | 4 | 3 |
| No | 28 | 37 | 31 | 38 | 5 | 139 | 96 |
| N.A. | 0 | 0 | 0 | 0 | 2 | 2 | 1 |
| Total | 28 | 38 | 33 | 39 | 7 | 145 | 100 |

c. To share in the ownership or operation of the cable system?
____Yes ____No

Table 2.c-a

| | North Atlantic | Great Lakes and Plains | Southeast | West and Southwest | Non-contiguous | Totals No. | Totals % |
|---|---|---|---|---|---|---|---|
| Yes | 0 | 0 | 1 | 0 | 1 | 2 | 1 |
| No | 28 | 38 | 32 | 39 | 4 | 141 | 98 |
| N.A. | 0 | 0 | 0 | 0 | 2 | 2 | 1 |
| Total | 28 | 38 | 33 | 39 | 7 | 145 | 100 |

d. To provide any other services to the cable operator or those leasing channels?
Specify -

North Atlantic -

(1) "Conversation about it but doing nothing."
(2) "Oral only."
(3) "New York City has two cables set aside for its channel for educational station use which could give stations more flexibility."
(4) "Provide a four channel programming service."
(5) "We had discussion on CATV to stimulate interest to provide instructional programs to schools."
(6) "Yes, helping survey own school system and determine needs."

Great Lakes and Plains -

(1) "Assist in an advisory capacity."
(2) "On occasion tape dubbing service."
(3) "Production agency for community access programs and as a training ground for cable TV operators."
(4) "Listing exchanged for use of CATV mailing lists of all subscribers."
(5) "Currently investigating."
(6) "Receive our signal at transmitter site by cable - supply us and schools with cable feed from their operation."
(7) "Only in granting permission for them to carry our programs."
(8) "Discussion stage only."

Southeast -

(1) "Seminar for manager of cable stations on systems and production techniques. Also remote unit available to them on rental basis."
(2) "Production services on contract basis - conversation only on question a, b, c."
(3) "Worked closely and will be involved in production."
(4) "Provide them station promo."
(5) "Space rental and all the above have been discussed."
(6) "Under discussion with new cable system about a channel."
(7) "Have taped on occasion W U F T program for (R) via a cable channel. Playback for such (R)'s was done at W U F T and relayed via MW and cable to the cable head."

West and Southwest -

(1) "Some dubbing, some equipment rental and some promoting on cable system."
(2) "Provide free program services to customers of cable service."
(3) "On occasions have taped dubbing for cable producers but not for cable companies."
(4) "Microwave co-location transmitter."
(5) "Putting lines into public schools."
(6) "Occasionally make films and tape transfers. Provide services to schools on uses of cable."
(7) "Requested another channel."
(8) "Moved cable - anticipate further cooperation."
(9) "Getting free empty channel from 2 of 15 of these channels."
(10) "Some off paper agreements in the making."

Non-contiguous -

(1) "Offered facilities to cable operators for his own local production."

3. If you are a manager for any station on a UHF channel, have you considered going to the maximum effective radiated power (5 megawatts) to increase that station's coverage area? ____Only VHF
   a. ____Yes, and have already done so or will by a fixed date.
   b. ____Yes, and have applied to HEW for funds to do this.
   c. ____Yes, but study shows it's too costly.
   d. ____Yes, but study shows it wouldn't help much in our case.
   e. ____Yes, but we need to study the benefits and cost trade-offs.
   f. ____No, but we may look into it.
   g. ____No, not interested.
   h. ____Other

Table 3.a-a

| | North Atlantic | Great Lakes and Plains | Southeast | West and Southwest | Totals |
|---|---|---|---|---|---|
| Only VHF | 2 | 12 | 11 | 16 | 41 |
| a | 1 | 1 | 0 | 1 | 3 |
| b | 1 | 1 | 0 | 2 | 4 |
| c | 7 | 4 | 7 | 5 | 23 |
| d | 5 | 3 | 1 | 3 | 14 |
| e | 2 | 3 | 4 | 1 | 10 |
| f | 5 | 4 | 3 | 3 | 16 |
| g | 3 | 4 | 4 | 4 | 15 |
| h | 5 | 10 | 3 | 4 | 22 |

North Atlantic -

(1) "We are at maximum allowable power."
(2) "Have gone to 2-1/2 megawatts, applied to HEW for funds. Will have transmitter in '73."
(3) "Increase in power would not solve terrain difficulties."
(4) "Have applied for more power."
(5) "Canadian border."

NOTE: Several stations marked more than one choice.

Great Lakes and Plains -

(1) "Unless we would go to higher tower - relocate transmitter - very costly."
(2) "Canadian border."
(3) "New transmitter of 750,000 watts is enough for state."
(4) "Have dual operation of VHF on reduced power."
(5) "Possible Canadian border limitations."
(6) "No - just increased power to 1,000,000 watts."
(7) "Yes, plan to increase power but not to maximum at this power cost problem."

Great Lakes and Plains (cont.) -

(8) "Rather than going to five we are going to twenty-three."
(9) "We have 6 V's and 3 U's. Our power for U's has been selected for our situation. A drop in coverage between the V's maximum power is not necessary in these instances."
(10) "Within 250 miles of Canada."

NOTE: Four stations marked two choices.
(1) g and h (2) d and h (3) c and d (4) VHF and h

Southeast -

(1) "Awaiting increase in power - have filed."
(2) "We could go only to 50 new transmitters - would put it to 125 for maximum coverage of area."
(3) "Considering going to satelite."

West and Southwest -

(1) "No antenna - will only transmit 2.5 million watts.
(2) "Discussed but not conducted engineering studies. Cost prohibitive for possible coins."
(3) "We plan to when we can afford to."
(4) "Already maximum."

4. While audio recording practices have progressed far beyond simple monoaural technology, the current television system provides only a single 5 kc audio channel. Can you foresee dual channel audio for television as providing a valuable service, assuming that all parts of the transmission system, including the home receiver, were equipped to handle it?
   a. For stereo
      1. ____ There is a clear and present need.
      2. ____ Possible there's a need, but I'm not certain: deserves study.
      3. ____ No need that I can see.
      4. ____ Other

Table 4.a-a

| | North Atlantic | | Great Lakes and Plains | | Southeast | | West and Southwest | | Non-contiguous | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| No. 1 | 12 | 43 | 9 | 24 | 10 | 30 | 15 | 38 | 2 | | 48 | 33 |
| No. 2 | 12 | 43 | 24 | 62 | 17 | 52 | 23 | 59 | 3 | | 79 | 54 |
| No. 3 | 4 | 14 | 3 | 8 | 3 | 9 | 0 | 0 | 0 | | 10 | 7 |
| No. 4 | 0 | 0 | 1 | 3 | 3 | 9 | 0 | 0 | 0 | | 4 | 3 |
| N.A. | 0 | 0 | 1 | 3 | 0 | 0 | 1 | 3 | 2 | | 4 | 3 |
| Total | 28 | 100 | 38 | 100 | 33 | 100 | 39 | 100 | 7 | | 145 | 100 |

Explanation of other:

Great Lakes and Plains -

(1) "Have done some exploring. Would welcome this for musical presentations but feel it is a luxury at present."

Southeast -

(1) "Technical quality of signal channel for microwave to TV amplifier and speakers should be first."
(2) "Complication and increase of cost of production outweighs value."
(3) "First we ought to get to 5 kc."

b. For separate sound tracks, such as foreign language.
1. ____ There is a clear and present need.
2. ____ Possibly there's a need, but I'm not certain; deserves study.
3. ____ No need that I can see.
4. ____ Other

Table 4.b-a

| | North Atlantic | | Great Lakes and Plains | | Southeast | | West and Southwest | | Non-contiguous | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| No. 1 | 12 | 43 | 10 | 26 | 8 | 24 | 13 | 33 | 2 | | 45 | 31 |
| No. 2 | 14 | 50 | 22 | 58 | 14 | 43 | 23 | 59 | 3 | | 76 | 52 |
| No. 3 | 2 | 7 | 4 | 11 | 8 | 24 | 2 | 5 | 0 | | 16 | 11 |
| No. 4 | 0 | 0 | 1 | 3 | 3 | 9 | 0 | 0 | 0 | | 4 | 3 |
| N.A. | 0 | 0 | 1 | 3 | 0 | 0 | 1 | 3 | 2 | | 4 | 3 |
| Total | 28 | 100 | 38 | 100 | 33 | 100 | 39 | 100 | 7 | | 145 | 100 |

Explanation of other:

Great Lakes and Plains -

(1) "Will no doubt be useful some time in the future."

Southeast -

(1) "Can see little use, although instances are thinkable where separated language tracks would be welcome to very small segments of the audience; this would have more application in areas with bi-lingual structures, e.g., South Florida with its heavy Cuban element, and similar cases."
(2) "Same reason as stated in question a. (Technical quality of signal channel for microwave to TV should be first)."
(3) "Only for areas containing ethnic groups."

NOTE: One station in this group marked both 2 and 4

West and Southwest -

(1) "Marked number 3 with this comment - "not in our area."

## III. EVALUATIONS FOR PBS DEPARTMENTS

### A. General

In general, how would you characterize the attentiveness of PBS staff to inquiries and requests from your station?

____ Excellent ____ Good ____ Fair ____Poor

The following questions seek both evaluation of various PBS departmental activities and information about some of your own local activities which may help PBS improve its service to you.

Table 1.a-a

| | North Atlantic | | Great Lakes and Plains | | Southeast | | West and Southwest | | Non-contiguous | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| Excellent | 6 | 21 | 19 | 50 | 15 | 45 | 18 | 46 | 2 | | 60 | 41 |
| Good | 18 | 64 | 16 | 41 | 18 | 55 | 20 | 51 | 2 | | 74 | 51 |
| Fair | 3 | 11 | 1 | 3 | 0 | 0 | 1 | 3 | 1 | | 6 | 4 |
| Poor | 0 | 0 | 1 | 3 | 0 | 0 | 0 | 0 | 0 | | 1 | 1 |
| Qualified | 1 | 4 | 1 | 3 | 0 | 0 | 0 | 0 | 0 | | 2 | 1 |
| N.A. | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | | 2 | 2 |
| Total | 28 | 100 | 38 | 100 | 33 | 100 | 39 | 100 | 7 | | 145 | 100 |

Table 1.a-b

| | Community | | School District | | State Authority | | University | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % |
| Excellent | 18 | 33 | 9 | 47 | 13 | 50 | 20 | 43 | 60 | 41 |
| Good | 28 | 52 | 10 | 53 | 12 | 42 | 24 | 53 | 74 | 51 |
| Fair | 4 | 7 | 0 | 0 | 1 | 4 | 1 | 2 | 6 | 4 |
| Poor | 1 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 |
| Qualified | 2 | 4 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 1 |
| N.A. | 1 | 2 | 0 | 0 | 0 | 0 | 1 | 2 | 2 | 2 |
| Total | 54 | 100 | 19 | 100 | 26 | 100 | 46 | 100 | 145 | 100 |

Table 1.a-c

| | Group 1 | | Group 2 | | Group 3 | | Group 4 | | Group 5 | | Group 6 | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| Excellent | 9 | 38 | 11 | 44 | 7 | 30 | 8 | 33 | 10 | 42 | 15 | 60 | 60 | 41 |
| Good | 13 | 54 | 12 | 48 | 16 | 70 | 13 | 55 | 12 | 50 | 8 | 28 | 74 | 51 |
| Fair | 2 | 8 | 2 | 8 | 0 | 0 | 1 | 4 | 0 | 0 | 1 | 4 | 6 | 4 |
| Poor | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 4 | 0 | 0 | 0 | 0 | 1 | 1 |
| Qualified | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 8 | 0 | 0 | 2 | 1 |
| N.A. | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 4 | 0 | 0 | 1 | 4 | 2 | 1 |
| Total | 24 | 100 | 25 | 100 | 23 | 100 | 24 | 100 | 24 | 100 | 25 | 100 | 145 | 100 |

The two qualified ratings in Group 4 are:

North Atlantic - Community Licensee - "Fair to poor."
Great Lakes and Plains - Community Licensee - "Excellent to poor. Varies with the person contacted."

Other comments were:

West and Southwest - "Good and getting better."
North Atlantic - "Good and getting better."
In Group 5 a University Licensee - "Best response comes from Station Relations; other departments are less responsibe."
In Group 2 Great Lakes and Plains - Community Licensee rated this question as good but added comment, "On calls good - on writing nothing."

B. Programming

1. Operations
Please answer the questions in this section (Operations) only if your station(s) was (were) interconnected or you were utilizing an off-air signal by January 1, 1973. If you were not using any form of network signal, please go on to the next section (Offerings and Proposals B-2).

a. With the 1972 fall season PBS initiated a new Service Category designation scheme for national service programs (see Categories of Service by Bill Oxley, April, 1972), and the current (January, 1973) national interconnection schedule is designed to offer the following basic amounts of service each week. How would you characterize the number of hours in each category?

| | | | |
|---|---|---|---|
| (1) Category I | - Children's Daytime | 10.0 | Too Much/1 2 3 4 5/Too Little |
| (2) Category I | - Evening | 16.5 | 1 2 3 4 5 |
| (3) Category II | - (Total) | 1.0 | 1 2 3 4 5 |
| (4) Category III | - Repeats of Childrens | 22.5 | 1 2 3 4 5 |
| (5) Category III | - Repeats of Evening | 5.0 | 1 2 3 4 5 |
| (6) Category III | - Station Services | 9.5 | 1 2 3 4 5 |

(1) Category I

Table 1.a-(1)a

| | North Atlantic | | Great Lakes and Plains | | Southeast | | West and Southwest | | Non-contiguous | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | 0 | 0 |
| 2 | 0 | 0 | 1 | 3 | 3 | 9 | 1 | 3 | 0 | | 5 | 3 |
| 3 | 24 | 86 | 29 | 76 | 27 | 82 | 27 | 69 | 0 | | 107 | 74 |
| 4 | 1 | 4 | 4 | 8 | 1 | 3 | 9 | 23 | 0 | | 15 | 10 |
| 5 | 1 | 4 | 1 | 3 | 0 | 0 | 0 | 0 | 0 | | 2 | 2 |
| N.A. | 2 | 6 | 3 | 10 | 2 | 6 | 2 | 5 | 7 | | 16 | 11 |
| Total | 28 | 100 | 38 | 100 | 33 | 100 | 39 | 100 | 7 | | 145 | 100 |

Table 1.a-(1)b

| | Community | | School District | | State Authority | | University | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % |
| 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 2 | 0 | 0 | 0 | 0 | 1 | 4 | 4 | 9 | 5 | 3 |
| 3 | 42 | 78 | 12 | 63 | 18 | 69 | 35 | 76 | 107 | 74 |
| 4 | 4 | 7 | 5 | 26 | 3 | 12 | 3 | 6 | 15 | 10 |
| 5 | 2 | 4 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 2 |
| N.A. | 6 | 11 | 2 | 11 | 4 | 15 | 4 | 9 | 16 | 11 |
| Total | 54 | 100 | 19 | 100 | 26 | 100 | 46 | 100 | 145 | 100 |

Table 1.a-(1)c

| | Group 1 | | Group 2 | | Group 3 | | Group 4 | | Group 5 | | Group 6 | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 2 | 0 | 0 | 3 | 12 | 1 | 4 | 0 | 0 | 1 | 4 | 0 | 0 | 5 | 3 |
| 3 | 18 | 75 | 20 | 80 | 20 | 88 | 21 | 88 | 16 | 67 | 12 | 50 | 107 | 74 |
| 4 | 2 | 8 | 0 | 0 | 1 | 4 | 1 | 4 | 4 | 17 | 7 | 29 | 15 | 10 |
| 5 | 1 | 4 | 1 | 4 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 2 |
| N.A. | 3 | 13 | 1 | 4 | 1 | 4 | 2 | 8 | 3 | 12 | 6 | 21 | 16 | 11 |
| Total | 24 | 100 | 25 | 100 | 23 | 100 | 24 | 100 | 24 | 100 | 25 | 100 | 145 | 100 |

Mean Rating = 3.1

## (2) Category I

Table 1.a-(2)a

| | North Atlantic | | Great Lakes and Plains | | Southeast | | West and Wouthwest | | Non-contiguous | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| 1 | 0 | 0 | 1 | 3 | 0 | 0 | 0 | 0 | 0 | | 1 | 1 |
| 2 | 1 | 4 | 3 | 8 | 2 | 6 | 1 | 3 | 0 | | 7 | 5 |
| 3 | 19 | 68 | 24 | 63 | 21 | 64 | 24 | 61 | 0 | | 88 | 60 |
| 4 | 4 | 14 | 7 | 18 | 8 | 24 | 11 | 28 | 0 | | 30 | 21 |
| 5 | 2 | 7 | 0 | 0 | 0 | 0 | 1 | 3 | 0 | | 3 | 2 |
| N.A. | 2 | 7 | 3 | 8 | 2 | 6 | 2 | 5 | 7 | | 16 | 11 |
| Total | 28 | 100 | 38 | 100 | 33 | 100 | 39 | 100 | 7 | | 145 | 100 |

Table 1.a-(2)-b

| | Community | | School District | | State Authority | | University | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % |
| 1 | 1 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 |
| 2 | 3 | 6 | 1 | 5 | 1 | 4 | 2 | 4 | 7 | 5 |
| 3 | 33 | 60 | 9 | 47 | 14 | 54 | 32 | 70 | 88 | 60 |
| 4 | 9 | 17 | 7 | 37 | 7 | 27 | 7 | 15 | 30 | 21 |
| 5 | 2 | 4 | 0 | 0 | 0 | 0 | 1 | 2 | 3 | 2 |
| N.A. | 6 | 11 | 2 | 11 | 4 | 15 | 4 | 9 | 16 | 11 |
| Total | 54 | 100 | 19 | 100 | 26 | 100 | 46 | 100 | 145 | 100 |

Table 1.a-(2)c

| | Group 1 | | Group 2 | | Group 3 | | Group 4 | | Group 5 | | Group 6 | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| 1 | 0 | 4 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 |
| 2 | 0 | 0 | 1 | 4 | 2 | 9 | 2 | 8 | 2 | 8 | 0 | 0 | 7 | 5 |
| 3 | 17 | 70 | 18 | 72 | 15 | 66 | 14 | 59 | 12 | 50 | 12 | 48 | 88 | 60 |
| 4 | 3 | 13 | 4 | 16 | 4 | 17 | 6 | 25 | 7 | 29 | 6 | 24 | 30 | 21 |
| 5 | 0 | 0 | 1 | 4 | 1 | 4 | 0 | 0 | 0 | 0 | 1 | 4 | 3 | 2 |
| N.A. | 3 | 13 | 1 | 4 | 1 | 4 | 2 | 8 | 3 | 13 | 6 | 24 | 16 | 11 |
| Total | 24 | 100 | 25 | 100 | 23 | 100 | 24 | 100 | 24 | 100 | 25 | 100 | 145 | 100 |

Mean Rating = 3.2

### (3) Category II

Table 1.a-(3)a

| | North Atlantic | | Great Lakes and Plains | | Southeast | | West and Southwest | | Non-contiguous | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | 0 | 0 |
| 2 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 5 | 0 | | 2 | 1 |
| 3 | 16 | 56 | 16 | 41 | 21 | 64 | 23 | 59 | 0 | | 76 | 52 |
| 4 | 8 | 29 | 12 | 32 | 7 | 21 | 10 | 26 | 0 | | 37 | 26 |
| 5 | 1 | 4 | 6 | 16 | 2 | 6 | 2 | 5 | 0 | | 11 | 8 |
| N.A. | 3 | 11 | 4 | 11 | 3 | 9 | 2 | 5 | 7 | | 19 | 13 |
| Total | 28 | 100 | 38 | 100 | 33 | 100 | 39 | 100 | 7 | | 145 | 100 |

Table 1.a-(3)b

| | Community | | School District | | State Authority | | University | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % |
| 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 2 | 1 | 2 | 0 | 0 | 0 | 0 | 1 | 2 | 2 | 1 |
| 3 | 27 | 50 | 8 | 42 | 16 | 62 | 25 | 54 | 76 | 52 |
| 4 | 13 | 24 | 7 | 37 | 5 | 19 | 12 | 26 | 37 | 26 |
| 5 | 6 | 11 | 1 | 5 | 0 | 0 | 4 | 9 | 11 | 8 |
| N.A. | 7 | 13 | 3 | 16 | 5 | 19 | 4 | 9 | 19 | 13 |
| Total | 54 | 100 | 19 | 100 | 26 | 100 | 46 | 100 | 145 | 100 |

Table 1.a-(3)c

| | Group 1 | | Group 2 | | Group 3 | | Group 4 | | Group 5 | | Group 6 | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 2 | 0 | 0 | 0 | 0 | 2 | 9 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 1 |
| 3 | 14 | 57 | 16 | 64 | 11 | 48 | 10 | 42 | 13 | 53 | 12 | 48 | 76 | 52 |
| 4 | 3 | 13 | 7 | 28 | 7 | 30 | 10 | 42 | 5 | 21 | 5 | 20 | 37 | 26 |
| 5 | 3 | 13 | 1 | 4 | 1 | 4 | 1 | 3 | 3 | 13 | 2 | 8 | 11 | 8 |
| N.A. | 4 | 17 | 1 | 4 | 2 | 9 | 3 | 13 | 3 | 13 | 6 | 24 | 19 | 13 |
| Total | 24 | 100 | 25 | 100 | 23 | 100 | 24 | 100 | 24 | 100 | 25 | 100 | 145 | 100 |

Mean Rating = 3.2

## (4) Category III

Table 1.a-(4)a

| | North Atlantic | | Great Lakes and Plains | | Southeast | | West and Southwest | | Non-contiguous | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| 1 | 0 | 0 | 0 | 0 | 3 | 9 | 1 | 3 | 0 | | 4 | 3 |
| 2 | 4 | 14 | 8 | 21 | 2 | 6 | 7 | 18 | 0 | | 21 | 15 |
| 3 | 21 | 75 | 26 | 68 | 23 | 70 | 25 | 64 | 0 | | 95 | 65 |
| 4 | 1 | 4 | 0 | 0 | 1 | 3 | 4 | 10 | 0 | | 6 | 4 |
| 5 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | 0 | 0 |
| N.A. | 2 | 7 | 4 | 11 | 4 | 12 | 2 | 5 | 7 | | 19 | 13 |
| Total | 28 | 100 | 38 | 100 | 33 | 100 | 39 | 100 | 7 | | 145 | 100 |

Table 1.a-(4)b

| | Community | | School District | | State Authority | | University | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % |
| 1 | 0 | 0 | 0 | 0 | 2 | 8 | 2 | 4 | 4 | 3 |
| 2 | 7 | 13 | 2 | 11 | 4 | 15 | 8 | 17 | 21 | 15 |
| 3 | 39 | 72 | 11 | 57 | 16 | 62 | 29 | 64 | 95 | 65 |
| 4 | 1 | 2 | 4 | 21 | 0 | 0 | 1 | 2 | 6 | 4 |
| 5 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| N.A. | 7 | 13 | 2 | 11 | 4 | 15 | 6 | 13 | 19 | 13 |
| Total | 54 | 100 | 19 | 100 | 26 | 100 | 46 | 100 | 145 | 100 |

Table 1a.-(4)c

| | Group 1 | | Group 2 | | Group 3 | | Group 4 | | Group 5 | | Group 6 | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| 1 | 1 | 4 | 2 | 8 | 1 | 4 | 0 | 0 | 0 | 0 | 0 | 0 | 4 | 3 |
| 2 | 3 | 13 | 3 | 12 | 3 | 13 | 3 | 13 | 4 | 17 | 5 | 20 | 21 | 15 |
| 3 | 16 | 66 | 18 | 72 | 16 | 70 | 18 | 74 | 14 | 58 | 13 | 52 | 95 | 65 |
| 4 | 1 | 4 | 0 | 0 | 2 | 9 | 0 | 0 | 2 | 8 | 1 | 4 | 6 | 4 |
| 5 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| N.A. | 3 | 13 | 2 | 8 | 1 | 4 | 3 | 13 | 4 | 17 | 6 | 24 | 19 | 13 |
| Total | 24 | 100 | 25 | 100 | 23 | 100 | 24 | 100 | 24 | 100 | 25 | 100 | 145 | 100 |

Mean Rating = 2.8

## (5) Category III

Table 1.a-(5)a

| | North Atlantic | | Great Lakes and Plains | | Southeast | | West and Southwest | | Non-contiguous | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| 1 | 1 | 4 | 1 | 3 | 2 | 6 | 0 | 0 | 0 | | 4 | 3 |
| 2 | 6 | 21 | 6 | 16 | 6 | 18 | 4 | 10 | 0 | | 22 | 15 |
| 3 | 16 | 57 | 18 | 47 | 14 | 43 | 25 | 64 | 0 | | 73 | 50 |
| 4 | 3 | 11 | 8 | 21 | 9 | 27 | 6 | 15 | 0 | | 26 | 18 |
| 5 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 3 | 0 | | 1 | 1 |
| N.A. | 2 | 7 | 5 | 13 | 2 | 6 | 3 | 8 | 7 | | 19 | 13 |
| Total | 28 | 100 | 38 | 100 | 33 | 100 | 39 | 100 | 7 | | 145 | 100 |

Table 1.a-(5)b

| | Community | | School District | | State Authority | | University | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % |
| 1 | 3 | 6 | 0 | 0 | 1 | 4 | 0 | 0 | 4 | 3 |
| 2 | 12 | 22 | 3 | 16 | 3 | 12 | 4 | 9 | 22 | 15 |
| 3 | 22 | 40 | 10 | 52 | 15 | 57 | 26 | 56 | 73 | 50 |
| 4 | 8 | 15 | 3 | 16 | 3 | 12 | 12 | 26 | 26 | 18 |
| 5 | 0 | 0 | 1 | 5 | 0 | 0 | 0 | 0 | 1 | 1 |
| N.A. | 9 | 17 | 2 | 11 | 4 | 15 | 4 | 9 | 19 | 13 |
| Total | 54 | 100 | 19 | 100 | 26 | 100 | 46 | 100 | 145 | 100 |

Table 1.a-(5)c

| | Group 1 | | Group 2 | | Group 3 | | Group 4 | | Group 5 | | Group 6 | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| 1 | 2 | 8 | 2 | 8 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 4 | 3 |
| 2 | 3 | 13 | 2 | 8 | 8 | 35 | 3 | 13 | 5 | 21 | 1 | 4 | 22 | 15 |
| 3 | 12 | 50 | 17 | 68 | 10 | 44 | 13 | 54 | 10 | 41 | 11 | 44 | 73 | 50 |
| 4 | 1 | 13 | 3 | 12 | 4 | 17 | 5 | 21 | 4 | 17 | 7 | 28 | 26 | 18 |
| 5 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 4 | 0 | 0 | 0 | 0 | 1 | 1 |
| N.A. | 4 | 16 | 1 | 4 | 1 | 4 | 2 | 8 | 5 | 21 | 6 | 24 | 19 | 13 |
| Total | 24 | 100 | 25 | 100 | 23 | 100 | 24 | 100 | 24 | 100 | 25 | 100 | 145 | 100 |

Mean Rating = 3.0

## (6) Category III

Table 1.a-(6)a

| | North Atlantic | | Great Lakes and Plains | | Southeast | | West and Southwest | | Non-contiguous | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | 0 | 0 |
| 2 | 2 | 7 | 1 | 3 | 3 | 9 | 3 | 8 | 0 | | 9 | 6 |
| 3 | 19 | 68 | 27 | 70 | 24 | 73 | 26 | 66 | 0 | | 96 | 66 |
| 4 | 5 | 18 | 6 | 16 | 3 | 9 | 7 | 18 | 0 | | 21 | 15 |
| 5 | 0 | 0 | 1 | 3 | 1 | 3 | 1 | 3 | 0 | | 3 | 2 |
| N.A. | 2 | 7 | 3 | 8 | 2 | 6 | 2 | 5 | 7 | | 16 | 11 |
| Total | 28 | 100 | 38 | 100 | 33 | 100 | 39 | 100 | 7 | | 145 | 100 |

Table 1.a-(6)b

| | Community | | School District | | State Authority | | University | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % |
| 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 2 | 4 | 7 | 2 | 11 | 2 | 8 | 1 | 2 | 9 | 6 |
| 3 | 38 | 71 | 12 | 62 | 16 | 61 | 30 | 65 | 96 | 66 |
| 4 | 6 | 11 | 3 | 16 | 3 | 12 | 9 | 20 | 21 | 15 |
| 5 | 0 | 0 | 0 | 0 | 1 | 4 | 2 | 4 | 3 | 2 |
| N.A. | 6 | 11 | 2 | 11 | 4 | 15 | 4 | 9 | 16 | 11 |
| Total | 54 | 100 | 19 | 100 | 26 | 100 | 46 | 100 | 145 | 100 |

Table 1.a-(6)c

| | Group 1 | | Group 2 | | Group 3 | | Group 4 | | Group 5 | | Group 6 | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 2 | 1 | 4 | 1 | 4 | 5 | 22 | 0 | 0 | 2 | 8 | 0 | 0 | 9 | 6 |
| 3 | 17 | 71 | 22 | 88 | 13 | 56 | 15 | 63 | 14 | 58 | 16 | 60 | 96 | 66 |
| 4 | 4 | 17 | 1 | 4 | 3 | 13 | 5 | 21 | 5 | 21 | 3 | 12 | 21 | 15 |
| 5 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 8 | 0 | 0 | 1 | 4 | 3 | 2 |
| N.A. | 2 | 8 | 1 | 4 | 2 | 9 | 2 | 8 | 3 | 13 | 6 | 24 | 16 | 11 |
| Total | 24 | 100 | 25 | 100 | 23 | 100 | 24 | 100 | 24 | 100 | 25 | 100 | 145 | 100 |

The "No Answer" group varies in number because there are some who do not use all categories. It also includes those that are on private microwave and non-interconnected.

Top Ten

| | |
|---|---|
| (1) Category I | 9"3's" and 1 "4" |
| (2) Category I | 10 "3's" |
| (3) Category II | 8 "3's", 1 "4" and 1 "5" |
| (4) Category III | 2 "2's," 7 "3's," and 1 "4" |
| (5) Category III | 1 "1," 1 "2," 7 "3's," and 1 "4" |
| (6) Category III | 8 "3's" and 2 "4's" |

b. Regardless of the hours in each category, please evaluate the Service Categories as a designation scheme.

(1) In terms of your own local scheduling, how valuable has the Service Category system proven?

(a) Very valuable, it's helpful in integrating national and local schedules. ______

(b) Valuable, but still confusing to station staff. ______

(c) Of little value, it hasn't helped us in understanding the distinctions in PBS time utilization. ______

(d) Other

Table 1.b-(1)a

| | North Atlantic | Great Lakes and Plains | Southeast | West and Southwest | Non-contiguous | Totals No. | Totals % |
|---|---|---|---|---|---|---|---|
| a | 6 | 15 | 11 | 16 | 0 | 48 | 34 |
| b | 12 | 7 | 9 | 10 | 0 | 38 | 26 |
| c | 5 | 8 | 9 | 5 | 0 | 27 | 18 |
| d | 2 | 2 | 2 | 5 | 0 | 11 | 8 |
| N.A. | 3 | 6 | 2 | 3 | 7 | 21 | 14 |
| Total | 28 | 38 | 33 | 39 | 7 | 145 | 100 |

Table 1.b-(1)b

| | Community | School District | State Authority | University | Totals No. | Totals % |
|---|---|---|---|---|---|---|
| a | 15 | 9 | 9 | 16 | 48 | 34 |
| b | 17 | 2 | 7 | 12 | 38 | 26 |
| c | 11 | 4 | 6 | 6 | 27 | 18 |
| d | 3 | 2 | 1 | 5 | 11 | 8 |
| N.A. | 8 | 2 | 4 | 7 | 21 | 14 |
| Total | 54 | 19 | 26 | 46 | 145 | 100 |

Table 1.b-(1)c

| | Group 1 | Group 2 | Group 3 | Group 4 | Group 5 | Group 6 | Totals No. | Totals % |
|---|---|---|---|---|---|---|---|---|
| a | 6 | 9 | 7 | 5 | 9 | 12 | 48 | 34 |
| b | 8 | 7 | 9 | 5 | 6 | 3 | 38 | 26 |
| c | 6 | 5 | 5 | 8 | 1 | 2 | 27 | 18 |
| d | 1 | 2 | 1 | 3 | 3 | 1 | 11 | 8 |
| N.A. | 3 | 2 | 1 | 3 | 5 | 7 | 21 | 14 |
| Total | 24 | 25 | 23 | 24 | 24 | 25 | 145 | 100 |

## Top Ten

a -- 2 very valuable
b -- 6 valuable but still confusing
c -- 2 of little value
d -- 0 other
10 Total

The explanations for (d): -

North Atlantic -

(1) "We understand it, but find little value in it."
(2) "Because of New York network it is usually of little value."
(3) "We marked (b) but would cross of the 'still confusing'."
(4) (a) with this comment"Usefulness of service is diminished by preemption of state network for state wide ITV service."
(5) (b) with this comment, "Category policy seems inconsistent on program by program basis. Particularly the use of Category 1A and 1B."

Great Lakes and Plains -

(1) "Not clear yet."
(2) "The distinctions in PBS time utilization are self evident. The Category designation is nonessential to us, though it possibly has benefit to PBS."
(3) "Seems to be of value - just getting used to it - better than taking it off air."
(4) "We now have a direct drop should be useful."
(5) "I would have to admit that beyond two or three people the category system is probably a little confusing."

Southeast -

(1) "All related to real time use of network and not in-house type of programs."
(2) "No choice of categories, KLRN sends signals."
(3) "Valuable especially for promotion and what program not to move."
(4) "We have time zone delay. Second Sesame Street at news time. This causes scheduling problems."

West and Southwest -

(1) "Assigning Roman Numerals is confusing; seems to be more bureaucratic than helpful."
(2) "It is only available to us during the summer - very valuable then."
(3) "Can't utilize promotions available on PBS."
(4) "Would prefer simple, genius labels, i.e., 'regular,' 'bonus,' 'repeat' or 'preview rather than category numbers."
(5) "We evaluate every program on its own worth and don't put too much stock on labels."

(2) Service Category III includes hours for station services, daytime repeats of children's programming, and prime time repeats of Category I evening programs. With specific reference to the latter, how valuable were the Category III evening repeats of Category I programming during the Service Category system's initial full-blown trial in the fall?

(a) Very valuable, we were able to make extensive, regular use of the evening repeat feeds. ______
(b) Valuable, we were able to make some regular use of the evening repeat feeds. ______
(c) Valuable concept, but due to our local schedule needs, we could make only a small, limited use of the evening repeat feeds. ______
(d) Of little value, due to local scheduling, we couldn't use the repeat feeds at all. ______
(e) Other ______

Table 1.b-(2)a

| | North Atlantic | | Great Lakes and Plains | | Southeast | | West and Southwest | | Non-contiguous | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| (a) | 2 | 7 | 7 | 18 | 10 | 31 | 14 | 36 | 0 | | 33 | 23 |
| (b) | 9 | 32 | 17 | 45 | 9 | 27 | 11 | 28 | 0 | | 46 | 32 |
| (c) | 8 | 29 | 8 | 21 | 9 | 27 | 9 | 23 | 0 | | 34 | 23 |
| (d) | 5 | 18 | 1 | 3 | 1 | 3 | 1 | 3 | 0 | | 8 | 6 |
| (e) | 0 | 0 | 1 | 3 | 1 | 3 | 0 | 0 | 0 | | 2 | 1 |
| N.A. | 4 | 14 | 4 | 11 | 3 | 9 | 4 | 10 | 7 | | 22 | 15 |
| Total | 28 | 100 | 38 | 100 | 33 | 100 | 39 | 100 | 7 | | 145 | 100 |

Table 1.b-(2)b

| | Community | | School District | | State Authority | | University | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % |
| (a) | 15 | 28 | 6 | 32 | 2 | 8 | 10 | 22 | 33 | 23 |
| (b) | 13 | 23 | 8 | 41 | 6 | 23 | 19 | 42 | 46 | 32 |
| (c) | 15 | 28 | 2 | 11 | 9 | 34 | 8 | 17 | 34 | 23 |
| (d) | 3 | 6 | 1 | 5 | 3 | 12 | 1 | 2 | 8 | 6 |
| (e) | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 4 | 2 | 1 |
| N.A. | 8 | 15 | 2 | 11 | 6 | 23 | 6 | 13 | 22 | 15 |
| Total | 54 | 100 | 19 | 100 | 26 | 100 | 46 | 100 | 145 | 100 |

Only two stations gave (e) as their only choice. Many added comments to their selections of (a), (b), (c) or (d).

The comments are:

(1) "Repeat of program in Category III gave us option to carry at another time."
(2) "Too often repeat scheduled same time as original feed."
(3) "Would prefer less repeats and more different programs."
(4) "Couldn't use other repeats but week night repeats of Saturday night Category I most valuable."
(5) "In spite of our use of prime time (R)'s, we would prefer to have different programming.'
(6) "Would be better if new programming in Category I."
(7) "We are fortunate to have the equipment which allows complete flexibility in scheduling repeat broadcasts."
(8) "We can do only a very little each day."
(9) "P. P. and N. provide the majority of our alternative schedule."
(10) "Saturday repeats are very helpful to our station."

c. Within the Station Service hours of Category III, PBS provides the following:
(1) In Column A, please check those you regularly use.
(2) In Column B, please rank the relative importance to your station(s) of each of these services, regardless of which you use. (1 = highest priority).

A B
_____ _____ Press Previews
_____ _____ FYI Feeds of Other Station Product
_____ _____ Preview of Flagged Material
_____ _____ Previews of Programs on Potentially Controversial Topics
_____ _____ Promo Reel Feeds
_____ _____ FYI Feeds of Instructional Programming

(3) If there are any other staion services you would like to have, please note them.

(1) In Column A, please check those you regularly use.

Table 1.c-(1)a

| | North Atlantic | Great Lakes and Plains | Southeast | West and Southwest | Non-contiguous | Totals | |
|---|---|---|---|---|---|---|---|
| | | | | | | No. | % |
| Press Previews | 17 | 21 | 17 | 22 | 0 | 77 | 14 |
| FYI Feeds-Station | 15 | 22 | 17 | 20 | 0 | 74 | 13 |
| Previews of Flagged Material | 20 | 29 | 26 | 33 | 0 | 108 | 20 |
| Previews of Programs | 19 | 28 | 24 | 30 | 0 | 101 | 18 |
| Promo Reel Feeds | 21 | 31 | 26 | 34 | 0 | 112 | 20 |
| FYI Feeds of Inst. Prog. | 16 | 23 | 18 | 24 | 0 | 81 | 15 |
| Total | 108 | 154 | 128 | 163 | 0 | 552 | 100 |

Table 1.c-(1)b

| | Community | School District | State Authority | University | Totals | |
|---|---|---|---|---|---|---|
| | | | | | No. | % |
| Press Pre-views | 24 | 9 | 15 | 29 | 77 | 14 |
| FYI Feeds-Station | 28 | 8 | 14 | 24 | 74 | 13 |
| Previews of Flagged Material | 40 | 14 | 16 | 38 | 108 | 20 |
| Preview of Programs | 36 | 11 | 18 | 36 | 101 | 18 |
| Promo Reel Feeds | 42 | 14 | 18 | 38 | 112 | 20 |
| FYI Feeds of Inst. Prog. | 28 | 11 | 13 | 29 | 81 | 15 |
| Total | 198 | 67 | 94 | 194 | 553 | 100 |

(2) In Column B, please rank the relative importance to your station(s) of each of these services, regardless of which you use. (1 = highest priority.)

Press Previews

Table 1.c-(2)a

| | | North Atlantic | | Great Lakes and Plains | | Southeast | | West and Southwest | | Non-contiguous | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| Ratings | 1 | 3 | 11 | 0 | 0 | 1 | 3 | 3 | 8 | 0 | | 7 | 5 |
| | 2 | 2 | 7 | 3 | 8 | 4 | 12 | 3 | 8 | 0 | | 12 | 8 |
| | 3 | 2 | 7 | 5 | 13 | 2 | 6 | 3 | 8 | 0 | | 12 | 8 |
| | 4 | 3 | 11 | 5 | 13 | 4 | 12 | 7 | 18 | 0 | | 19 | 13 |
| | 5 | 2 | 7 | 11 | 29 | 11 | 34 | 6 | 15 | 0 | | 30 | 21 |
| | 6 | 12 | 43 | 10 | 26 | 8 | 24 | 10 | 25 | 0 | | 40 | 28 |
| N.A. | | 4 | 14 | 4 | 14 | 3 | 9 | 7 | 18 | 7 | | 25 | 17 |
| Total | | 28 | 100 | 38 | 100 | 33 | 100 | 39 | 100 | 7 | | 145 | 100 |

Table 1.c-(2)b

| | Community | | School District | | State Authority | | University | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % |
| Ratings 1 | 6 | 11 | 0 | 0 | 0 | 0 | 1 | 2 | 7 | 5 |
| 2 | 7 | 13 | 2 | 11 | 1 | 4 | 2 | 4 | 12 | 8 |
| 3 | 4 | 7 | 2 | 11 | 2 | 8 | 4 | 9 | 12 | 8 |
| 4 | 7 | 13 | 0 | 0 | 4 | 15 | 8 | 17 | 19 | 13 |
| 5 | 12 | 22 | 2 | 11 | 5 | 19 | 11 | 24 | 30 | 21 |
| 6 | 10 | 19 | 8 | 41 | 8 | 31 | 14 | 31 | 40 | 28 |
| N.A. | 8 | 15 | 5 | 26 | 6 | 23 | 6 | 13 | 25 | 17 |
| Total | 54 | 100 | 19 | 100 | 26 | 100 | 46 | 100 | 145 | 100 |

Mean Rating = 4.3

## FYI Feeds of Other Station Product

Table 1.c-(2)c

| | North Atlantic | | Great Lakes and Plains | | Southeast | | West and Southwest | | Non-contiguous | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| Ratings 1 | 0 | 0 | 2 | 5 | 0 | 0 | 0 | 0 | 0 | | 2 | 1 |
| 2 | 1 | 4 | 3 | 8 | 0 | 0 | 1 | 3 | 0 | | 5 | 3 |
| 3 | 4 | 14 | 4 | 11 | 4 | 12 | 3 | 8 | 0 | | 15 | 10 |
| 4 | 4 | 14 | 9 | 24 | 8 | 24 | 6 | 15 | 0 | | 27 | 19 |
| 5 | 8 | 29 | 7 | 17 | 8 | 24 | 12 | 30 | 0 | | 35 | 24 |
| 6 | 7 | 25 | 9 | 24 | 10 | 31 | 10 | 26 | 0 | | 36 | 26 |
| N.A. | 4 | 14 | 4 | 11 | 3 | 9 | 7 | 18 | 7 | | 25 | 17 |
| Total | 28 | 100 | 38 | 100 | 33 | 100 | 39 | 100 | 7 | | 145 | 100 |

Table 1.c-(2)d

| | Community | | School District | | State Authority | | University | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % |
| Ratings 1 | 1 | 2 | 1 | 5 | 0 | 0 | 0 | 0 | 2 | 1 |
| 2 | 2 | 4 | 0 | 0 | 0 | 0 | 3 | 7 | 5 | 3 |
| 3 | 5 | 9 | 0 | 0 | 4 | 15 | 6 | 13 | 15 | 10 |
| 4 | 11 | 20 | 3 | 16 | 6 | 23 | 7 | 15 | 27 | 19 |
| 5 | 12 | 22 | 8 | 42 | 6 | 23 | 9 | 20 | 35 | 24 |
| 6 | 15 | 28 | 2 | 11 | 4 | 15 | 15 | 32 | 36 | 26 |
| N.A. | 8 | 15 | 5 | 26 | 6 | 24 | 6 | 13 | 25 | 17 |
| Total | 54 | 100 | 19 | 100 | 26 | 100 | 46 | 100 | 145 | 100 |

Mean Rating = 4.5

## Preview of Flagged Material

Table 1.c-(2)e

| | North Atlantic | | Great Lakes and Plains | | Southeast | | West and Southwest | | Non-contiguous | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | NO. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| Ratings 1 | 8 | 29 | 15 | 40 | 20 | 61 | 11 | 28 | 0 | | 54 | 37 |
| 2 | 5 | 18 | 6 | 16 | 3 | 9 | 10 | 26 | 0 | | 24 | 17 |
| 3 | 2 | 7 | 6 | 16 | 3 | 9 | 5 | 13 | 0 | | 16 | 11 |
| 4 | 4 | 14 | 3 | 8 | 1 | 3 | 4 | 10 | 0 | | 12 | 8 |
| 5 | 3 | 11 | 4 | 10 | 2 | 6 | 2 | 5 | 0 | | 11 | 8 |
| 6 | 2 | 7 | 0 | 0 | 1 | 3 | 0 | 0 | 0 | | 3 | 2 |
| N.A. | 4 | 14 | 4 | 10 | 3 | 9 | 7 | 18 | 7 | | 25 | 17 |
| Total | 28 | 100 | 38 | 100 | 33 | 100 | 39 | 100 | 7 | | 145 | 100 |

Table 1.c-(2)f

| | | Community | | School District | | State Authority | | University | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | No. | % | No. | % | No. | % | No. | % | No. | % |
| Ratings | 1 | 19 | 35 | 5 | 26 | 13 | 50 | 17 | 38 | 54 | 37 |
| | 2 | 7 | 13 | 6 | 32 | 3 | 12 | 8 | 17 | 24 | 17 |
| | 3 | 7 | 13 | 2 | 11 | 0 | 0 | 7 | 15 | 16 | 11 |
| | 4 | 5 | 9 | 1 | 5 | 1 | 4 | 5 | 11 | 12 | 8 |
| | 5 | 7 | 13 | 0 | 0 | 2 | 8 | 2 | 4 | 11 | 8 |
| | 6 | 1 | 2 | 0 | 0 | 1 | 4 | 1 | 2 | 3 | 2 |
| N.A. | | 8 | 15 | 5 | 26 | 6 | 22 | 6 | 13 | 25 | 17 |
| Total | | 54 | 100 | 19 | 100 | 26 | 100 | 46 | 100 | 145 | 100 |

Mean Rating = 2.2

## Previews of Programs on Potentially Controversial Topics

Table 1.c-(2)g

| | | North Atlantic | | Great Lakes and Plains | | Southeast | | West and Southwest | | Non-contiguous | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| Ratings | 1 | 3 | 11 | 3 | 8 | 2 | 6 | 7 | 18 | 0 | | 15 | 10 |
| | 2 | 11 | 39 | 18 | 47 | 15 | 46 | 10 | 26 | 0 | | 54 | 38 |
| | 3 | 4 | 14 | 7 | 18 | 9 | 27 | 3 | 8 | 0 | | 23 | 16 |
| | 4 | 4 | 14 | 3 | 8 | 3 | 9 | 9 | 22 | 0 | | 19 | 13 |
| | 5 | 1 | 4 | 0 | 0 | 0 | 0 | 1 | 3 | 0 | | 2 | 1 |
| | 6 | 1 | 4 | 3 | 8 | 1 | 3 | 2 | 5 | 0 | | 7 | 5 |
| N.A. | | 4 | 14 | 4 | 11 | 3 | 9 | 7 | 18 | 7 | | 25 | 17 |
| Total | | 28 | 100 | 38 | 100 | 33 | 100 | 39 | 100 | 7 | | 145 | 100 |

Table 1.c-(2)h

| | | Community | | School District | | State Authority | | University | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | No. | % | No. | % | No. | % | No. | % | No. | % |
| Ratings | 1 | 6 | 11 | 3 | 16 | 2 | 8 | 4 | 9 | 15 | 10 |
| | 2 | 16 | 30 | 4 | 21 | 14 | 54 | 20 | 44 | 54 | 38 |
| | 3 | 9 | 17 | 4 | 21 | 4 | 15 | 6 | 13 | 23 | 16 |
| | 4 | 10 | 18 | 3 | 16 | 0 | 0 | 6 | 13 | 19 | 23 |
| | 5 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 4 | 2 | 1 |
| | 6 | 5 | 9 | 0 | 0 | 0 | 0 | 2 | 4 | 7 | 5 |
| N.A. | | 8 | 15 | 5 | 26 | 6 | 23 | 6 | 13 | 25 | 17 |
| Total | | 54 | 100 | 19 | 100 | 26 | 100 | 46 | 100 | 145 | 100 |

Mean Rating = 2.6

## Promo Reel Feeds

Table 1.c-(2)i

| | | North Atlantic | | Great Lakes and Plains | | Southeast | | West and Southwest | | Non-contiguous | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| Ratings | 1 | 10 | 36 | 13 | 33 | 6 | 18 | 9 | 23 | 0 | | 38 | 26 |
| | 2 | 3 | 11 | 4 | 11 | 3 | 9 | 5 | 13 | 0 | | 15 | 10 |
| | 3 | 5 | 18 | 10 | 26 | 15 | 46 | 14 | 36 | 0 | | 44 | 31 |
| | 4 | 2 | 7 | 0 | 0 | 2 | 6 | 2 | 5 | 0 | | 6 | 4 |
| | 5 | 2 | 7 | 4 | 11 | 2 | 6 | 0 | 0 | 0 | | 8 | 6 |
| | 6 | 2 | 7 | 3 | 8 | 2 | 6 | 2 | 5 | 0 | | 9 | 6 |
| N.A. | | 4 | 14 | 4 | 11 | 3 | 9 | 7 | 18 | 7 | | 25 | 17 |
| Total | | 28 | 100 | 38 | 100 | 33 | 100 | 39 | 100 | 7 | | 145 | 100 |

Table 1.c-(2)j

| | | Community | | School District | | State Authority | | University | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | No. | % | No. | % | No. | % | No. | % | No. | % |
| Ratings | 1 | 17 | 32 | 3 | 16 | 4 | 15 | 14 | 30 | 38 | 26 |
| | 2 | 10 | 19 | 1 | 5 | 1 | 4 | 3 | 7 | 15 | 10 |
| | 3 | 11 | 19 | 6 | 32 | 19 | 39 | 17 | 38 | 44 | 31 |
| | 4 | 2 | 4 | 2 | 11 | 0 | 0 | 2 | 4 | 6 | 4 |
| | 5 | 4 | 7 | 1 | 5 | 3 | 12 | 0 | 0 | 8 | 6 |
| | 6 | 2 | 4 | 1 | 5 | 2 | 8 | 4 | 9 | 9 | 6 |
| N.A. | | 8 | 15 | 5 | 26 | 6 | 23 | 6 | 13 | 25 | 17 |
| Total | | 54 | 100 | 19 | 100 | 26 | 100 | 45 | 100 | 145 | 100 |

Mean Rating = 2.6

## FYI Feeds of Instructional Programming

Table 1.c-(2)k

| | | North Atlantic | | Great Lakes and Plains | | Southeast | | West and Southwest | | Non-contiguous | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| Ratings | 1 | 1 | 4 | 1 | 3 | 0 | 0 | 2 | 5 | 0 | | 4 | |
| | 2 | 1 | 4 | 2 | 5 | 2 | 6 | 5 | 12 | 0 | | 10 | |
| | 3 | 4 | 14 | 3 | 8 | 1 | 3 | 2 | 5 | 0 | | 10 | |
| | 4 | 7 | 25 | 10 | 26 | 12 | 37 | 8 | 21 | 0 | | 37 | 2 |
| | 5 | 8 | 28 | 10 | 26 | 8 | 24 | 8 | 21 | 0 | | 34 | 2 |
| | 6 | 3 | 11 | 8 | 21 | 7 | 21 | 7 | 18 | 0 | | 25 | 1 |
| N.A. | | 4 | 14 | 4 | 11 | 3 | 9 | 7 | 18 | 7 | | 25 | 1 |
| Total | | 28 | 100 | 38 | 100 | 33 | 100 | 39 | 100 | 7 | | 145 | 10 |

Table 1.c-(2)1

| | | Community | | School District | | State Authority | | University | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | No. | % | No. | % | No. | % | No. | % | No. | % |
| Ratings | 1 | 2 | 4 | 1 | 5 | 0 | 0 | 1 | 2 | 4 | 3 |
| | 2 | 3 | 6 | 2 | 11 | 2 | 8 | 3 | 7 | 10 | 7 |
| | 3 | 5 | 9 | 1 | 5 | 0 | 0 | 4 | 9 | 10 | 7 |
| | 4 | 10 | 19 | 5 | 26 | 9 | 35 | 13 | 28 | 37 | 26 |
| | 5 | 12 | 22 | 3 | 16 | 5 | 19 | 14 | 30 | 34 | 23 |
| | 6 | 14 | 25 | 2 | 11 | 4 | 15 | 5 | 11 | 25 | 17 |
| N.A. | | 8 | 15 | 5 | 26 | 6 | 23 | 6 | 13 | 25 | 17 |
| Total | | 54 | 100 | 19 | 100 | 26 | 100 | 46 | 100 | 145 | 100 |

Mean Rating = 4.4

(3) If there are any other station services you would like to have, please note them.

Community Licensees -

(1) "Earlier preview of new material."
(2) "Closed circuit in-service training."
(3) "Feeding of programs under consideration for possible PBS coverage."
(4) "Feed of CPB and PBS public speeches, i.e., Las Vegas - Loomis."
(5) "More technical training."
(6) "Better system."
(7) "Difficult now to receive most school services during school year because of time slot."
(8) "Press previews should be at a better time. Very early in the morning or after 3:30 p.m.
(9) "Training courses for staff."
(10) "More west coast tape delay. Especially Saturday morning children's programs."
(11) "CDT delay of primary service."
(12) "More in-house thing on producers, directors, cameramen, and lighting."

School District Licensees -

(1) "Increase ITV samplings from other stations."
(2) "More program for staff."
(3) "More development and continuing education."
(4) "More previews. Seldom have time at night to view."
(5) "Appreciate in-service feeds - electrical engineering."
(6) "A direct line from PBS."
(7) "Use of facilities for national information."
(8) "With sufficient lead time preview months before programming as part of the program service."

State Authority Licensees -

(1) "Press preview for own preview--which is good."
(2) "Additional closed session or rap sessions with Holt and Oxley with PBS feedback."
(3) "We have no space for viewing and lack equipment."
(4) "More engineering test checks. Either audio or video."
(5) "More technical help, more production help and more workshop feeds."
(6) "At times, quicker response to questions."
(7) "Instruction materials for station itself. Upgrade engineering and production."
(8) "More in-service training, closed circuit feeds."
(9) "Lack sufficient machines to use."

University Licensees -

(1) "The videograph information, if timely and correct can be most valuable."
(2) "Training materials for station personnel."
(3) "Special programs with PBS board."
(4) "Yes, more in-house education for staff-promo PBS."
(5) "More technical training aids."
(6) "Development materials."
(7) "Audio promo with station identification."
(8) "More evening repeat feeds."
(9) "More in-service training."
(10) Regular closed circuit discussion from CPB and PBS boards."
(11) "FYI station feeds from CPB and PBS executives."
(12) "Feed Saturday morning programs on other days as well for the benefit of those not on a seven day schedule."
(13) "More frequent internal use for tape distribution but not substitution."

2. Offerings and Proposals

Offerings

Efforts continue at PBS to diversify the input into the national program service. In a period of limited funding, that has often meant accepting individual programs or short series from stations without paying for more than occasional and limited step-up fees. The following questions deal with these actual program offerings.

a. Do you feel that the national program service has reflected the desired diversity of input from the individual local stations in the system?

____Yes ____No

If "No," explain.

Table 2.a

| | North Atlantic | | Great Lakes and Plains | | Southeast | | West and Southwest | | Non-contiguous | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| Yes | 14 | 50 | 20 | 53 | 14 | 42 | 30 | 78 | 3 | | 81 | 56 |
| No | 14 | 50 | 17 | 45 | 18 | 55 | 7 | 18 | 2 | | 58 | 40 |
| Qualified | 0 | 0 | 1 | 2 | 1 | 3 | 1 | 2 | 0 | | 3 | 2 |
| N.A. | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 2 | 2 | | 3 | 2 |
| Total | 28 | 100 | 38 | 100 | 33 | 100 | 39 | 100 | 7 | | 145 | 100 |

Qualified Answers:

(1) "Only to a limited extent."
(2) "Yes and no."
(3) "Have mixed feelings."

Explanations for "No's":

North Atlantic -

(1) "Only slightly noticeable."
(2) "Needs to be worked on."
(3) "Input from locals hard to come by."
(4) "No, but keep trying."
(5) "No, but on right track."
(6) "Too few stations utilized."

Great Lakes and Plains -

(1) "No, but moving rapidly in right direction."
(2) "No, but probably due to lack of equipment of stations."
(3) "No, not totally."
(4) "No, but headed in right direction."
(5) "Not as much as could be reflected."
(6) "What input? Needs more attention from smaller station."

Southeast -

(1) "Not as much as should."
(2) "There is no input from local stations."
(3) "Too few stations used."
(4) "Little input from locals."
(5) "Network is utilizing only a few stations in their productions."
(6) "No comment - believe on the whole it is better."

West and Southwest -

(1)"Mid section of country still not utilized."
(2) "Only input is from a few stations."
(3) "No, but feel they are trying."
(4) "Still big station monopoly."

b. Has there been any significant falling-off of quality as a result of the diversification of station input?
____Yes ____No

Table 2.b

| | North Atlantic | | Great Lakes and Plains | | Southeast | | West and Southwest | | Non-contiguous | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| Yes | 9 | 32 | 12 | 32 | 10 | 30 | 13 | 33 | 2 | | 46 | 32 |
| No | 16 | 57 | 24 | 63 | 21 | 64 | 25 | 64 | 3 | | 89 | 60 |
| Qualified | 3 | 11 | 2 | 5 | 0 | 0 | 0 | 0 | 0 | | 5 | 4 |
| N.A. | 0 | 0 | 0 | 0 | 2 | 6 | 1 | 3 | 2 | | 5 | 4 |
| Total | 28 | 100 | 38 | 100 | 33 | 100 | 39 | 100 | 7 | | 145 | 100 |

Qualified Answers:

(1) "Sometimes, maybe from lack of money."
(2) "Quality has been falling off but that is not the reason."
(3) "Sometimes program is too localized and poor."
(4) "A slight increase, no decrease of quality."
(5) "Don't know - sort of in-between."

c. Has your station offered a program to PBS for distribution in the past year?
____Yes ____No

Table 2.c

| | North Atlantic | | Great Lakes and Plains | | Southeast | | West and Southwest | | Non-contiguous | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| Yes | 20 | 71 | 14 | 37 | 17 | 52 | 19 | 49 | 2 | | 72 | 50 |
| No | 8 | 29 | 24 | 63 | 16 | 48 | 20 | 51 | 3 | | 71 | 49 |
| N.A. | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | | 2 | 1 |
| Total | 28 | 100 | 38 | 100 | 33 | 100 | 39 | 100 | 7 | | 145 | 100 |

d. If (c) is "Yes," please complete the following:
(1) Were the mechanics of initial processing (notification of receipt, processing of program submission form, tape processing, etc.) handled by PBS efficiently and quickly?
____Yes ____No
If "No," please explain

Table 2.d-(1)a

| | North Atlantic | | Great Lakes and Plains | | Southeast | | West and Southwest | | Non-contiguous | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| Yes | 14 | 70 | 11 | 79 | 10 | 59 | 14 | 74 | 2 | | 51 | 71 |
| No | 6 | 30 | 3 | 21 | 7 | 41 | 5 | 26 | 0 | | 21 | 29 |
| Total | 20 | 100 | 14 | 100 | 17 | 100 | 19 | 100 | 2 | | 72 | 100 |

North Atlantic explanations of "no":

(1) "Program has been there three months without any information, even after repeated questions."
(2) "The formal system has never worked. We are never told why a proposal is rejected."
(3) "Program was live."
(4) "Not quickly."
(5) "Great deal of confusion about funding."
(6) "Frequent receipt of critical questions from different PBS people."

Great Lakes and Plains explanations of "No":

(1) "Never received notification or receipt of judgments."
(2) "It required ten months to get negative vote on program."
(3) "Uncertainty of policy."

Southeast explanations of "No":

(1) "No clear process; too much red tape; too long in decision making."
(2) "Received no word one way or the other."
(3) "Very slow. No one knew anything."
(4) "Do not fully understand process; process unclean."
(5) "Did not receive a 'Yes' or a 'No'. Had to ask for the tape back."
(6) "Too much time elapsed before we got an answer."
(7) "System process not clear; phone calls have been necessary."

West and Southwest explanations of "No":

(1) "Four to five months delay."
(2) "Recently improved."
(3) "It's too long a process between sending and reviewing by PBS."
(4) "Process not clarified too well from PBS. The committee process is too slow."
(5) "Long hold by PBS."

(2) Was a judgment on acceptance made without unnecessary delay, considering the particular circumstances of the offer (timing, relation to scheduling decisions, funding, etc.)?
____Yes ____No
If "No," please explain

Table 2.d-(2)a

| | North Atlantic | | Great Lakes and Plains | | Southeast | | West and Southwest | | Non-contiguous | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| Yes | 13 | 65 | 11 | 79 | 10 | 59 | 12 | 63 | 2 | | 48 | 67 |
| No | 7 | 35 | 3 | 21 | 7 | 41 | 7 | 37 | 0 | | 24 | 33 |
| Total | 20 | 100 | 14 | 100 | 17 | 100 | 19 | 100 | 2 | | 72 | 100 |

North Atlantic explanations of "No":

(1) "Too early to tell."
(2) "Has been a delay."
(3) "Too many people making decisions."
(4) "It takes endless time to get decisions."
(5) "Action is always station initiated."
(6) "A long delay without any information."
(7) "Two ninety minute dramas were continually delayed."

Great Lakes and Plains explanations of "No":

(1) "Judgment either slow or nonexistent."
(2) "Ten months to get vote."
(3) "Seemed unnecessary to us."

Southeast explanations of "No":

(1) "Too much red tape."
(2) "No decision was made."
(3) "Very slow. Could not locate the responsible person."
(4) "We still have programs awaiting approval or disapproval."
(5) "Many months - no answer."
(6) "This is not really ours to explain."
(7) "We were promised early airing. It was finally put on as a special and pre-empted."

West and Southwest explanations of "No":

(1) "Long hold by PBS before scheduling decision."
(2) "Would like PBS to explain."
(3) "Recently improved."
(4) "Date delay."
(5) "Judgments on some seemed rapid enough; on others poor."
(6) "We are not sure why."
(7) "Perhaps slow because of funding difficultires."

(3) Was the PBS staff involved courteous and helpful during the offering process?
____Yes ____No
If "No," please explain

Table 2.d-(3)a

| | North Atlantic | | Great Lakes and Plains | | Southeast | | West and Southwest | | Non-contiguous | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| Yes | 18 | 90 | 13 | 93 | 17 | 100 | 18 | 95 | 2 | | 68 | 94 |
| No. | 2 | 10 | 1 | 7 | 0 | 0 | 1 | 5 | 0 | | 4 | 6 |
| Total | 20 | 100 | 14 | 100 | 17 | 100 | 19 | 100 | 2 | | 72 | 100 |

North Atlantic explanations of "No":

(1) "They became part of problem rather than being helpful."
(2) "Never have heard - that's discourteous."

Great Lakes and Plains explanations of "No":

(1) "Ten months delay is not helpful."

West and Southwest explanations of "No":

(1) "Until Bob Mott and Liz got into the act, helpfulness was ridiculous."

(4) Was constructive and useful discussion of the program, whatever the actual decision, offered by PBS staff?

___Yes ___No

If "No," please explain

Table 2.a-(4)a

| | North Atlantic | | Great Lakes and Plains | | Southeast | | West and Southwest | | Non-contiguous | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| Yes | 14 | 70 | 10 | 71 | 13 | 76 | 16 | 84 | 2 | | 55 | 76 |
| No | 6 | 30 | 4 | 29 | 4 | 24 | 3 | 16 | 0 | | 17 | 24 |
| Total | 20 | 100 | 14 | 100 | 17 | 100 | 19 | 100 | 2 | | 72 | 100 |

North Atlantic explanations of "No":

(1) "Lamely discussed."
(2) "We question some program staff people's judgments."
(3) "Never."
(4) "Didn't seem constructive to us."
(5) "Since never heard, discussion nil."
(6) "Could just as well have been a written form."

Great Lakes and Plains explanations of "No":

(1) "Didn't ask for opinions."
(2) "Proposal delay, no discussion."
(3) "Ten months, no word."
(4) "No constructive discussions."

Southeast explanations of "No":

(1) "Process has not been clearly given to us for placing program only in PTL."
(2) "Not aware of any evaluations on part of PBS staff."
(3) "No discussions."
(4) "Not enough follow-up as to reasons."

West and Southwest explanations of "No":

(1) "Poor public relations in regard to our program that we submitted."
(2) "Not at that time - better now."
(3) "Not until we dug and dug and needled."

Proposals

The processing of program proposals is another area of activity. Though the bulk of these are dealt with in the basic planning for the season, others come in during the year. The following questions deal with the processing of program proposals, as opposed to actual finished programs.

e. Do you feel that the current procedure for processing program proposals has assured proper quality in the national programming.

____Yes ____No

If "No," please explain

Table 2.e-a

| | North Atlantic | | Great Lakes and Plains | | Southeast | | West and Southwest | | Non-contiguous | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| Yes | 13 | 46 | 18 | 48 | 20 | 61 | 23 | 59 | 3 | | 77 | 53 |
| No | 10 | 36 | 12 | 34 | 8 | 24 | 4 | 10 | 2 | | 37 | 26 |
| N.A. | 5 | 18 | 7 | 18 | 5 | 15 | 12 | 31 | 2 | | 31 | 21 |
| Total | 28 | 100 | 38 | 100 | 33 | 100 | 39 | 100 | 7 | | 145 | 100 |

The "No Answers" are from stations without sufficient experience to answer the question. An additional comment was, "This question is impossible to answer since we are not privy as to why proposals are rejected."

North Atlantic explanations for "No":

(1) "Was 'yes' with PBS now 'no' with CPB."
(2) "Not clear as to how it works, no criticism of staff."
(3) "Quality not as high as it should be. Whether this is a result of processing procedure isn't clear."
(4) "Sometimes emphasis on technical quality may deny otherwise useful programs."
(5) "Insufficient notice."
(6) "No one has known the process well enough. This could be much clearer."
(7) "Neither PBS or CPB have helped stations determine national programming priorities."
(8) "Does not allow enough time."
(9) "Production quality often sacrificed for last minute fills."
(10) "Procedure unclean."

Great Lakes and Plains explanations for "No":

(1) "We were asked to submit a proposal with only three weeks lead time. This is inadequate."
(2) "Too much confusion on who is to make decisions. Very discouraging procedure."
(3) "Lack of lead time forces quality compromise."
(4) "No, example 'Self Defense for Women'."
(5) "Not enough subject matter-specialists involved in evaluation."
(6) "Fall-off in quality to some extent."
(7) "Some national centers received programs as matter of course, whether the concept is good or not."
(8) "Needs standardization in program letting."
(9) "Wealthier stations have staff to do it."
(10) "No guarantee or assurance of quality."
(11) "No because we don't know procedure."
(12) "What process? We have submitted an outstanding proposal and have had absolutely no response of any kind."
(13) "Too institutionalized."

Southeast explanations for "No":

(1) "Too much buck passing."
(2) "Lack of lead time."
(3) "Too many channels to go through, CPB board, CPB staff, PBS staff."
(4) "Probably, since program quality has not suffered. But we have not ourselves gone through the proposal process, so it is hard to give a 'yes' answer."
(5) "No, because there isn't a clear process."
(6) "Does not assure adequate quality control of production - needs continuing supervision."
(7) "Does not allow for enough stations to have the opportunity to produce them."
(8) "Creative people in America do not know where production door is in public broadcasting."

West and Southwest explanations for "No":

(1) "Inner relations with CPB."
(2) "Current procedure unknown. PBS had a system. What is it now?"
(3) "No orderly process."
(4) "Too short a time for preparation."
(5) "Not sure of procedure followed by PBS. Example, acknowledgement quickly, then nothing."
(6) "Have no idea since we don't know what programs were chosen among those submitted."
(7) "Ten to fourteen days for request to submit proposal is impossible."
(8) "How do we really know."
(9) "CPB's involvement and lack of role of definition is confusing."

West and Southwest (cont.):

(10) "We do not know enough of process to answer favorably."
(11) "We are not seeing the quality and diversity we know exists in the country."
(12) "Current involvement of CPB would make it hard to answer 'yes'."

Non-contiguous explanations for "No":

(1) "Seems interest in diversity has outweighed need for quality and broad audience appeal programs."
(2) "Insufficient lead time."

f. Do you feel that the current procedure for processing program proposals assures proper diversity in the national program service?
___Yes ___No
If "No," please explain

Table 2.f-a

| | North Atlantic | | Great Lakes and Plains | | Southeast | | West and Southwest | | Non-contiguous | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| Yes | 14 | 50 | 13 | 34 | 19 | 58 | 19 | 49 | 5 | | 70 | 48 |
| No | 11 | 39 | 13 | 34 | 10 | 30 | 13 | 33 | 0 | | 47 | 32 |
| Qualified | 0 | 0 | 6 | 16 | 0 | 0 | 2 | 5 | 0 | | 8 | 6 |
| N.A. | 3 | 11 | 6 | 16 | 4 | 12 | 5 | 13 | 2 | | 20 | 14 |
| Total | 28 | 100 | 38 | 100 | 33 | 100 | 39 | 100 | 7 | | 145 | 100 |

North Atlantic explanations of "No":

(1) "The uncertainty."
(2) "Don't know because we don't know what other program proposals were offered."
(3) "Diversity not highest priority."
(4) "Problem of capacity apparent."
(5) "Smaller stations are not reflected in the national schedule."
(6) "It's a squeaky wheel thing."
(7) "Not yet."
(8) "Don't understand full procedure."
(9) "The system does not seem to be set up for the purpose and needs receiving."
(10) "Not enough experience to answer 'yes'."
(11) "Very little money is allocated to projects produced outside the few services which are continually refunded."

Great Lakes and Plains qualified explanations:

(1) "Yes, if PBS. If CPB I don't think so."
(2) "Yes and no. Many stations have writers on staff. Small stations can not."
(3) "Yes and no. Uncertain."
(4) "Hard to say. We are more interested in quality of materials received than in diversifying source. System cannot afford quality loss."
(5) "Don't know - perhaps too cumbersome."
(6) "Yes and no."

Great Lakes and Plains explanations for "No":

(1) "System for considering application is discouraging to stations."
(2) "Evaluation groups not diverse enough."
(3) "Too few stations are able to mount programs of this magnitude."
(4) "Too little time devoted to systems needs."
(5) "Wealthier stations fair better because they have staff to do it."
(6) "No guarantee balance of proposals will be made or submitted."
(7) "With fiscal crunch, let's limit to concentrated efforts."
(8) "Seems like a great deal of red tape."
(9) "This alone will not assure diversity. This can be achieved only through staff and station scrutiny."
(10) "Paper work - would need additional staff person."
(11) "Many stations need an improved production staff or facilities before they can produce quality for national. Input needed for diversity."
(12) "Far too many programs going too far, too few sources and paying too much for some."
(13) "No - again because of lack of lead time on submitting proposals."

Southeast explanations of "No":

(1) "Still too much change to risk new stations input."
(2) "No because of lack of adequate facilities or staff for a significant national contribution."
(3) "Seems to be more of the same type always. What about adult education?"
(4) "Need station reaction to ideas that are proposed."
(5) "Need to identify CPB and PBS responsibility first."
(6) "Limited time for preparation of proposals."
(7) "Limited basically to the big '8' stations."
(8) "Proper diversity is not first priority."
(9) "Most stations can't compete."
(10) "Policy isn't clear."

West and Southwest qualified explanations:

(1) "Yes, only if procedures are followed."
(2) "Yes and no. Deserves more study and evaluation."

West and Southwest explanations of "No":

(1) "Not enough lead time."
(2) "Doesn't assure anything."
(3) "No, but doing better in interest in local needs."
(4) "Diversity not as important as quality."
(5) "Results indicate that diversity is not a result."
(6) "No communication with them so don't feel process adequate."
(7) "This procedure doesn't assure anything."
(8) "Rules too restrictive. For example, the potential to submit for centennial program proposals."
(9) "CPB's reluctance to accept public affairs programming."
(10) "From what we see we tend to answer 'no'."
(11) "We are not seeing the quality and diversity we know exists in this country."
(12) "Previous method was developing but needed more input prior to funding."
(13) "No, could there be more station reaction to programs that are chosen?"

g. Did your station submit one or more proposals for funding during the past year?
____Yes ____No

Table 2.g-a

| | North Atlantic | | Great Lakes and Plains | | Southeast | | West and Southwest | | Non-contiguous | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| Yes | 18 | 64 | 18 | 47 | 17 | 52 | 18 | 46 | 1 | | 72 | 50 |
| No | 10 | 36 | 20 | 53 | 16 | 48 | 21 | 54 | 6 | | 73 | 50 |
| Total | 28 | 100 | 38 | 100 | 33 | 100 | 39 | 100 | 7 | | 145 | 100 |

h. If (e) is "Yes":
   (1) Which of the following happened to it?
      (a) ____It was funded. (Give source)____________
      (b) ____It was deferred pending further funds
      (c) ____It was rejected.
      (d) ____It was accepted, provided other funding could be found.
      (e) ____No action was taken.
      (f) ____Other (Specify) ________________________

Table 2.h-(1)a

| | North Atlantic | | Great Lakes and Plains | | Southeast | | West and Southwest | | Non-contiguous | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| (a) | 4 | 15 | 5 | 22 | 8 | 37 | 6 | 23 | 0 | | 23 | 24 |
| (b) | 7 | 27 | 4 | 17 | 5 | 24 | 5 | 19 | 1 | | 22 | 23 |
| (c) | 9 | 35 | 4 | 17 | 3 | 14 | 10 | 38 | 0 | | 26 | 27 |
| (d) | 2 | 8 | 1 | 4 | 2 | 10 | 2 | 8 | 0 | | 7 | 7 |
| (e) | 4 | 15 | 8 | 36 | 1 | 5 | 2 | 8 | 0 | | 15 | 15 |
| (f) | 0 | 0 | 1 | 4 | 2 | 10 | 1 | 4 | 0 | | 4 | 4 |
| Total | 26 | 100 | 23 | 100 | 21 | 100 | 26 | 100 | 1 | | 97 | 100 |

Source of funding for proposals

| | |
|---|---|
| CPB funded | 17 |
| CPB and Ford funded | 3 |
| CPB and CEN | 1 |
| CPB and Humble Oil | 1 |
| PBS - Small State Group Documentary for Specials | 1 |
| Total proposals funded | 23 |

Under (f) other:

One filed with HEW
Three "unknown."

(2) Was your proposal processed efficiently and promptly by PBS and CPB staffs?
____Yes ____No
If "No," please explain

Table 2.h-(2)a

| | North Atlantic | | Great Lakes and Plains | | Southeast | | West and Southwest | | Non-contiguous | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| Yes | 13 | 72 | 9 | 50 | 13 | 76 | 10 | 56 | 1 | | 46 | 64 |
| No | 5 | 28 | 9 | 50 | 4 | 24 | 8 | 44 | 0 | | 26 | 36 |
| Total | 18 | 100 | 18 | 100 | 17 | 100 | 18 | 100 | 1 | | 72 | 100 |

North Atlantic explanations of "No":

(1) "Haven't heard from CPB. Very late."
(2) "'Yes,' to PBS, 'no' to CPB."
(3) "No way to know since final verdict has't been received."
(4) "We are never told why proposals not accepted or rejected."
(5) "Some delay."

Great Lakes and Plains explanations of "No":

(1) "Still haven't received formal rejection."
(2) "Don't know. No feedback."
(3) "Very ineffective handling."
(4) "We haven't heard anything about it."
(5) "Still awaiting word."
(6) "Five months delay in getting information resulted in loss of NOBEL grant."
(7) "Never reached CPB, only PBS staff."
(8) "Not at all as far as we know."
(9) "Too much delay."

Southeast explanations of "No":

(1) "No word for several months."
(2) "CPB acted promptly but PBS bogged down. Perhaps too many people involved in decision making."
(3) "Don't know - waiting."
(4) "Too long a delay."

West and Southwest explanations of "No":

(1) "You could die waiting."
(2) "Need more feedback to help in future proposals. We were given no reason for rejection."
(3) "CPB was a little cold and impersonal."
(4) "CPB and PBS responsibilities for processing unclear."
(5) "Can't explain. No communication."
(6) "Was inefficient because feedback from two different sources was confusing."
(7) "Can't explain. Wrote twice for an explanation but haven't received any as yet."
(8) "No formal indications given as to status or method."

3. Research and Evaluation

a. At the end of each program season all station program managers are surveyed to evaluate the quality of the overall national service and the individual series within it during that season.

(1) Who at your station(s) participates in the completion of the seasonal survey forms? (Check or add as many as apply.)

(a) Station manager ________
(b) Program manager ________
(c) Public Information director ________
(d) Operations manager ________
(e) Producers ________
(f) Minority station staff members ________
(g) Station Board Members ________
(h) Friends' groups or other members of the public ________
(i) Others (please specify) ________________

Table 3.a-(1)a

| | North Atlantic | Great Lakes and Plains | Southeast | West and Southwest | Non-contiguous | Totals No. | Totals % |
|---|---|---|---|---|---|---|---|
| (a) | 16 | 25 | 17 | 24 | 3 | 85 | 25 |
| (b) | 26 | 36 | 28 | 34 | 5 | 129 | 38 |
| (c) | 9 | 11 | 17 | 10 | 0 | 47 | 14 |
| (d) | 2 | 10 | 8 | 8 | 0 | 28 | 8 |
| (e) | 3 | 4 | 1 | 7 | 0 | 15 | 4 |
| (f) | 2 | 3 | 2 | 4 | 0 | 11 | 3 |
| (g) | 1 | 0 | 0 | 1 | 0 | 2 | 1 |
| (h) | 2 | 1 | 0 | 2 | 0 | 5 | 2 |
| (i) | 6 | 0 | 6 | 3 | 1 | 16 | 5 |
| Total | 67 | 90 | 79 | 93 | 9 | 338 | 100 |

North Atlantic under (i) others are:

(1) Vice-President
(2) Assistant general manager
(3) Program planning manager
(4) School service manager
(5) Program operations manager
(6) Program operation and direction of development manager

Southeast under (i) others are:

(1) Chief engineer
(2) Traffic director
(3) ITV director
(4) Newspaper critic
(5) Production manager
(6) Viewer advisory committee

West and Southwest under (i) others are:

(1) ITV director
(2) Mail and phone response
(3) Station survey

Non-contiguous under (i) others are:

(1) "No one, because we are so delayed we don't complete the season until well after the deadline for turning in comments."

2. What tools are used in responding to the seasonal survey? Check or add as many as apply.
   - (a) Individual subjective judgments ________
   - (b) Regular commercial audience measurement reports ________
   - (c) Occasional, unsolicited audience studies ________
   - (d) Formal monitoring of telephone calls and/or mail response ________
   - (e) Other (Please specify) ________________

Table 3.a-(2)a

| | North Atlantic | Great Lakes and Plains | Southeast | West and Southwest | Non-contiguous | Totals No. | Totals % |
|---|---|---|---|---|---|---|---|
| (a) | 27 | 37 | 27 | 36 | 5 | 132 | 38 |
| (b) | 11 | 6 | 10 | 9 | 0 | 36 | 10 |
| (c) | 12 | 15 | 12 | 16 | 3 | 58 | 17 |
| (d) | 17 | 23 | 16 | 26 | 0 | 82 | 24 |
| (e) | 6 | 8 | 13 | 9 | 1 | 37 | 11 |
| Total | 73 | 89 | 78 | 96 | 9 | 345 | 100 |

North Atlantic (e) others are:

(1) Station survey, station solicited
(2) Groups out-state
(3) Mail survey
(4) Mail and telephone survey
(5) Station originated surveys
(6) Local professional audience study, stations initiated

Great Lakes and Plains (e) others are:

(1) Audience response and phone
(2) Individual mail response
(3) Viewer response
(4) Informal programming questionnaires sent to members of "Nebraskans for Public Television"
(5) An audience survey
(6) Interviews
(7) Mail response
(8) Regular station surveys

Southeast (e) others are:

(1) Staff feedback
(2) In-service committee
(3) Local audience survey by Florida State Department of Communications
(4) On-air viewer comments
(5) Mail received by station
(6) Local formal survey of audience reaction
(7) Sizeable number of personal comments, typical in a relatively small community
(8) Review of press clippings
(9) Response from newspaper coverage
(10) Informal monitoring of telephone calls and mail response
(11) Response from viewers' letters and telephone calls
(12) Staff input
(13) A survey form submitted to viewers

West and Southwest (e) others are:

(1) News media coverage
(2) Informal monitoring
(3) Station surveys since '68
(4) Letters and newspapers
(5) Community program advisory committee
(6) Question and program guide
(7) Comumnists' reaction
(8) Media coverage
(9) Written report from eight to nine hundred teachers

Non-contiguous (e) others are:

(1) Printed surveys
(2) Input from viewers, comments, letters, phone calls, etc.

(3) How much time would you estimate it takes to complete the forms for a given survey?
____hours

Table 3.a(3)a

| | North Atlantic | Great Lakes and Plains | Southeast | West and Southwest | Non-contiguous | Totals No. | Totals % |
|---|---|---|---|---|---|---|---|
| 1 hour | 1 | 2 | 1 | 1 | 0 | 5 | 3 |
| 2 hours | 5 | 7 | 7 | 4 | 0 | 23 | 16 |
| 3 hours | 6 | 5 | 5 | 8 | 0 | 24 | 17 |
| 4 hours | 5 | 6 | 5 | 8 | 4 | 28 | 19 |
| 5 hours | 6 | 6 | 4 | 2 | 0 | 18 | 12 |
| 6 hours | 1 | 5 | 2 | 6 | 1 | 15 | 10 |
| 7 hours | 1 | 0 | 0 | 0 | 0 | 1 | 1 |
| 8 hours | 1 | 2 | 2 | 2 | 0 | 7 | 5 |
| 9 hours | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 10 or more | 2 | 2 | 5 | 4 | 0 | 13 | 9 |
| N.A. | 0 | 3 | 2 | 4 | 2 | 11 | 8 |
| Total | | | | | | 145 | 100 |

Comments from "No Answer" group:

(1) "Too many."
(2) "Not calculated."
(3) "Maximum I'm sure."

b. During the past year PBS has subscribed to a limited amount of commercially supplied audience data. These materials have been used only in conjunction with all other aspects of the evaluation process and as such have not been widely disseminated. However, as the range of possibly available material expands, it has occurred to PBS that stations might find it useful to have some of the data. If they could be provided, please check any of those reports below which you would be interested in receiving.

(1) Seasonal averages of national ratings for PBS programs ________
(2) Annual PBS program profiles by selected audience demographics and characteristics ________
(3) Tri-annual (November, March, May) compilation of Top 50 Communities': Prime time viewing levels ________
(4) Weekly cumulative audience reach (circulation) ________

Table 3.b-a

| | North Atlantic | Great Lakes and Plains | Southeast | West and Southwest | Non-contiguous | Totals | |
|---|---|---|---|---|---|---|---|
| | | | | | | No. | % |
| 1 | 28 | 33 | 28 | 31 | 5 | 125 | 29 |
| 2 | 26 | 32 | 27 | 27 | 3 | 115 | 27 |
| 3 | 23 | 26 | 20 | 24 | 2 | 95 | 22 |
| 4 | 23 | 24 | 21 | 26 | 2 | 96 | 22 |
| Total | 100 | 115 | 96 | 108 | 12 | 431 | 100 |

4. ITV

Since September, 1972, PBS has been distributing a monthly memorandum for ITV Directors and since October, PBS has been regularly scheduling monthly closed-circuit TV information feeds.

a. Monthly ITV Memorandum

(1) Does (do) your station(s) make use of the monthly ITV memorandum?

____Yes ____No

If (1) is "Yes," please answer questions 2-4; if "No," please go on to the next section.

Table 4.a-(1)a

| | North Atlantic | | Great Lakes and Plains | | Southeast | | West and Southwest | | Non-contiguous | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| Yes | 19 | 68 | 28 | 74 | 28 | 85 | 29 | 74 | 2 | | 106 | 73 |
| No | 9 | 32 | 10 | 26 | 5 | 15 | 10 | 26 | 5 | | 39 | 27 |
| Total | 28 | 100 | 38 | 100 | 33 | 100 | 39 | 100 | 7 | | 145 | 100 |

No Answers with comment: (1) "Without PBS drop can't get them."
(2) "Could not utilize due to being off air from 7-1-72 to 12-28-72."
(3) "Would if we could get it."

(2) How valuable do you feel the memorandum is?

Very Valuable/1 2 3 4 5/Of no Value

Table 4.a-(2)a

| | North Atlantic | | Great Lakes and Plains | | Southeast | | West and Southwest | | Non-contiguous | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| 1 | 2 | 11 | 4 | 14 | 5 | 18 | 6 | 21 | 0 | | 17 | 16 |
| 2 | 5 | 26 | 8 | 29 | 14 | 50 | 10 | 34 | 1 | | 38 | 36 |
| 3 | 10 | 52 | 13 | 46 | 8 | 28 | 11 | 38 | 0 | | 42 | 40 |
| 4 | 2 | 11 | 3 | 11 | 1 | 4 | 2 | 7 | 1 | | 9 | 8 |
| 5 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | 0 | 0 |
| Total | 19 | 100 | 28 | 100 | 28 | 100 | 29 | 100 | 2 | | 106 | 100 |

Mean Rating = 2.4

(3) In what ways does (do) your station(s) make use of the memorandum? (Check or add as many as apply.)
   (a) To alert ITV advisory boards ________
   (b) To alert school superintendents ________
   (c) To alert the education community at large ________
   (d) Other (please specify) ________________

Table 4.b-(3)a

| | North Atlantic | | Great Lakes and Plains | | Southeast | | West and Southwest | | Non-contiguous | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | |
| (a) | 14 | 33 | 16 | 30 | 11 | 23 | 19 | 34 | 2 | | 62 | 3 |
| (b) | 13 | 30 | 16 | 30 | 12 | 26 | 13 | 23 | 0 | | 54 | 2 |
| (c) | 12 | 28 | 15 | 29 | 13 | 28 | 21 | 38 | 0 | | 61 | 3 |
| (d) | 4 | 9 | 6 | 11 | 11 | 23 | 3 | 5 | 0 | | 24 | 1 |
| Total | 43 | 100 | 53 | 100 | 47 | 100 | 56 | 100 | 2 | | 201 | 10 |

North Atlantic (d) others are:

(1) "To alert staff."
(2) "To alert ITV staff and PTV specials."
(3) "TV coordinator in each public school and independent schools throughout state."
(4) "State Department of Education."

Great Lakes and Plains (d) others are:

(1) "If indicated by a promotion."
(2) "To alert proper staff of the education department of the university."
(3) "Used for additional information to schools using ITV service."
(4) "To alert state departments of education."
(5) "Keeps staff personnel appraised of important ITV matters."
(6) "For university personnel."

Southeast (d) others are:

(1) "County school systems and ITV coordinators."
(2) "To alert state department of public instruction."
(3) "ITV staff to view and to know what is available in different areas of curriculum."
(4) "To duplicate for high schools."
(5) "Notices are sent for posting on school bulletin boards."
(6) "Curriculum experts."

(7) "To media specialists in school."
(8) "Help to build our TV schedule."
(9) "For internal information."
(10) "To alert department heads and ITV staff."
(11) "Utilization teams mention programs to teachers in classroom."

West and Southwest (d) others are:

(1) "Inform ITV coordinator."
(2) "Teachers."
(3) "Alert staff."

(4) What improvements, if any would you suggest for the memorandum?
None ___________________
Improvements ___________________

North Atlantic -

(1) "More descriptive material on programs."
(2) "More specific."
(3) "Great amount of duplication. No need to feed each month same information. Give only new information, substitutions or deletions."
(4) "Suggest appropriate age levels for specials, especially develop separate names to inform ITV staffs."

Great Lakes and Plains -

(1) "More detail."
(2) "Increase in number."
(3) "Feeds are difficult to coordinate with school viewing groups."
(4) "Guide materials."
(5) "Provide a code that would indicate that the program suggested could be recorded for additional scheduling."
(6) "More specific information as to projects under consideration or in productions by stations and agencies around the country. This can aid in avoiding duplications."

Southeast -

(1) "More lead time to distribute information."
(2) "If duplicated on white, it would be better."
(3) "Put less on quiz series and more on new series and programs."
(4) "Separate info from opening."

West and Southwest -

(1) "Two different sheets of paper on the news letter."
(2) "Alphabetical listings."
(3) "More information if available."
(4) "Try to incorporate listing and background information on the closed circuit feeds, possibly as separate sheets."
(5) "On white paper to facilitate duplication."
(6) "Should include target audiences, expected outcomes and validation."

b. ITV Information Feeds

(1) Does (do) your station(s) make use of the ITV information feeds?

____Yes ____No

If (1) is "Yes," please answer questions 2-4; if "No," please go on to the next section.

Table 4.b-(1)a

| | North Atlantic | | Great Lakes and Plains | | Southeast | | West and Southwest | | Non-contiguous | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| Yes | 19 | 68 | 26 | 68 | 27 | 82 | 28 | 72 | 0 | | 100 | 69 |
| No | 9 | 32 | 12 | 32 | 6 | 18 | 11 | 28 | 7 | | 45 | 31 |
| Total | 28 | 100 | 38 | 100 | 33 | 100 | 39 | 100 | 7 | | 145 | 100 |

Comments from the "No":

(1) "We have only been interconnected since January 1, 1973."
(2) "Sure would like to if it were only available."
(3) "No, because not totally connected."
(4) "Get it to us and we will."

(a) How valuable do you feel the information feeds are?
Very Valuable/1 2 3 4 5/Of No Value

Table 4.b-(2)a

| | North Atlantic | | Great Lakes and Plains | | Southeast | | West and Southwest | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % |
| 1 | 2 | 11 | 4 | 15 | 6 | 22 | 4 | 14 | 16 | 16 |
| 2 | 5 | 26 | 11 | 42 | 12 | 45 | 12 | 43 | 40 | 40 |
| 3 | 9 | 47 | 8 | 31 | 6 | 22 | 10 | 36 | 33 | 33 |
| 4 | 3 | 16 | 3 | 12 | 3 | 11 | 2 | 7 | 11 | 11 |
| 5 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total | 19 | 100 | 26 | 100 | 27 | 100 | 28 | 100 | 100 | 100 |

Mean Rating = 2.4

(3) If (1) is "Yes," in what ways does (do) your station(s) make use of the feeds? (Check or add as many as apply.)
(a) To form viewing groups ________
(b) For station staff enrichment ________
(c) For educational community enrichment ________
(d) Other (please specify) ________________

Table 4.b-(3)a

| | North Atlantic | Great Lakes and Plains | Southeast | West and Southwest | Totals | |
|---|---|---|---|---|---|---|
| | | | | | No. | % |
| (a) | 5 | 9 | 16 | 14 | 44 | 25 |
| (b) | 15 | 18 | 19 | 12 | 64 | 36 |
| (c) | 9 | 15 | 12 | 17 | 53 | 30 |
| (d) | 4 | 2 | 5 | 5 | 16 | 9 |
| Total | 33 | 44 | 52 | 48 | 177 | 100 |

North Atlantic (d) others are:

(1) "Viewing and then form viewing groups if necessary."
(2) "Not enough space to use in another way."
(3) "For storage and information retrieval."
(4) "Should be made available for broadcast purposes."

Great Lakes and Plains (d) others are:

(1) "University personnel."
(2) "Passed on to ITV director who screens programs with local teachers."

Southeast (d) others are:

(1) "On campus viewing, state departments of education."
(2) "To alert state department of education personnel."
(3) "School superintendent, staff and appropriate members of academic community, are notified and gives facilities for monitoring."
(4) "For supervisors in various academic areas."
(5) "To permit viewing by school personnel on their own time. We dub to tape and then often use."

West and Southwest (d) others are:

(1) "Professional growth for educators."
(2) "Curriculum committee for planning."
(3) "Preview purpose for teachers, and ITV staff."
(4) "Information for selected concerned people."
(5) "Sometimes ITV directors use indicates that program is coming prior to the program manager and so he can move feed schedule accordingly."

(4) What subject areas would you like to see covered in future TV information feeds?
(a) ______________________ (b) ______________________
(c) ______________________

North Atlantic -

(1) "Seminar coverage of in-service training, rather than go to meetings."
(2) "Contemporary issues."
(3) "Report on funding sources, including contacts with the U.S. Office of Education."
(4) "Progress report on series currently in production."
(5) "Specific curriculum areas."
(6) "System reports of successful ITV projects."
(7) "Bill of Rights."
(8) "Political idealogies."
(9) "Open education, college level."
(10) "ALPS program follow-up."
(11) "Current events."
(12) "Anything in individualized instruction."

North Atlantic (cont.) -

(13) "Curriculum development."
(14) "Use of media."
(15) "The latest trends and developments in curriculum."
(16) "Adult basic education."
(17) "In-service adult teacher skills."
(18) "Health and science."
(19) "Information exchange on ITV evaluation and promotion."
(20) "Language, bi-lingual, reading."

Great Lakes and Plains -

(1) "Open university activity."
(2) "Basic mathematics, science, and the communicative arts."
(3) "Evaluations of modern educational methods."
(4) "Foreign languages, industrial arts, and human relations."
(5) "Information and educational programs for parents of pre-schoolers."
(6) "Career education."
(7) "Environmental education."
(8) "Adult basic education ideas."
(9) "Experimental productions."
(10) "Music, art and literature."
(11) "Health, science and music appreciation."
(12) "Long range plans."
(13) "In-service programs for unlimited delay use."
(14) "Educational trends."
(15) "Implementing behavioral objectives."
(16) "Innovational programs."
(17) "Adult formal education techniques."
(18) "Foreign languages."

Southeast -

(1) "How to operate a TV station."
(2) "Language, arts, humanities, reading."
(3) "Year around school plan."
(4) "Free schools."
(5) "Open classroom."
(6) "Adult basic education."
(7) "Just about any topic with instruction curriculum, if well done."
(8) "Vocational guides."
(9) "Continuing progress of Federal programs and in-service training."
(10) "General station samplings."
(11) "Mathematics at all levels."
(12) "Career education."
(13) "Compensatory education."
(14) "Latest curriculum trends in any subject area."
(15) "Mental health."
(16) "Remedial reading."

Southeast (cont.) -

(17) "New technologies in instructional settings."

West and Southwest -

(1) "Series on America."
(2) "Science, history, anthropology."
(3) "New learning techniques."
(4) "Behavioral modification techniques."
(5) "Early children's education."
(6) "Vocational education."
(7) "Driver training."
(8) "TV high school."
(9) "Adult basic education."
(10) "Bi-lingual education."
(11) "Junior college level courses."
(12) "Science, mathematics all levels."
(13) "Samples of production."
(14) "ALPS."
(15) "Learning problems."
(16) "Innovative teaching techniques."
(17) "Career education."
(18) "Discussion of ITV policies at other stations."
(19) "Credit course in adult basic education."
(20) "Pre-feeds of new ITV series."
(21) "What is being done at college level and at other colleges."
(22) "Safety education."
(23) "Career awareness."
(24) "Education for handicapped."
(25) "Short courses for adults."
(26) "Consumer education."
(27) "Health, economics."
(28) "New technology."
(29) "More of the same."

c. General ITV

(1) Do you feel there are any other ways in which PBS's Programming ITV staff could further assist your level, state or regional ITV efforts? (Check or add as many as apply.)

(a) Systematic provision of student and teacher guides ________

(b) Systematic provision of other supplementary materials ________

(c) ITV activities information exchange ________

(d) Other (please specify) ________________

(e) None ________

Table 4.c-(1)a

|  | North Atlantic | Great Lakes and Plains | Southeast | West and Southwest | Totals No. | Totals % |
|---|---|---|---|---|---|---|
| (a) | 13 | 16 | 14 | 20 | 63 | 24 |
| (b) | 13 | 16 | 12 | 16 | 57 | 22 |
| (c) | 18 | 20 | 20 | 21 | 79 | 30 |
| (d) | 13 | 9 | 5 | 7 | 34 | 13 |
| (e) | 4 | 9 | 5 | 10 | 28 | 11 |
| Total | 61 | 70 | 56 | 74 | 261 | 100 |

North Atlantic (d) others are:

(1) "National ITV newsletter with emphasis on software."
(2) "Utilization research plans or effectiveness of ITV service
(3) "ITV needs, goals, staff and station supports."
(4) "Program service development coordinator."
(5) "Design seminars."
(6) "Send teacher guide earlier. Comes late long after requests."
(7) "Teacher guides."
(8) "Master catalogue of quality ITV programming."
(9) "Develop a brochure listing federal funds available for improving use of ITV broadcasts."
(10) "Develop a national public relation piece concerning ITV."
(11) "Promotional materials and guides printed with enough guides to be distributed in schools with a week's notice in advance."
(12) "ITV planning by PBS should be done in connection with ITV directors."
(13) "Develop curriculum materials for non-ITV programs with enough lead time for use."
(14) "Teachers guides should be sent well in advance."

Great Lakes and Plains (d) others are:

(1) "Design programs which require supplemental information for student use."
(2) "Occasional provision of guides for special programs."
(3) "Development of actual program series for in school use, not dated."
(4) "National promotion of ITV, to advertise it."
(5) "Lead time."
(6) "Upgrading of ITV."
(7) "Exchange previews of ITV programs and promote distribution of ITV programs."
(8) "Get ALPS going again."
(9) "ITV coverage feeds for record if any usable series are developed."

Southeast (d) others are:

(1) "More feeds of PTL and Great Plains."
(2) "What other stations are doing in given subject areas."
(3) "Guides must be sent three months in advance of programs."
(4) "Provide network for ITV distribution but not decision making."
(5) "Programming similar to CTW in the areas of developing self concepts, a basis for establishing a system of valuing."

West and Southwest (d) others are:

(1) "Make previews of available programs to high school and college."
(2) "Development of national ITV programming."
(3) "More of Category II."
(4) "Advance information for pre-planning."
(5) "Publicize in local paper pushing ITV offerings."
(6) "PBS program talent visits."
(7) "Program evaluation procedures."

## C. Network Operations

1. What is the minimum length of black necessary between the PBS LOGO and PROMO for you to make a clean cut: (Check one)

a. :01 ____
b. :02 ____
c. :03 ____

Table 1.a

| Seconds | North Atlantic No. | North Atlantic % | Great Lakes and Plains No. | Great Lakes and Plains % | Southeast No. | Southeast % | West and Southwest No. | West and Southwest % | Non-contiguous No. | Non-contiguous % | Totals No. | Totals % |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| :01 | 5 | 18 | 6 | 16 | 5 | 15 | 4 | 10 | 2 | | 22 | 14 |
| :02 | 13 | 46 | 20 | 52 | 16 | 48 | 24 | 62 | 0 | | 73 | 51 |
| :03 | 10 | 36 | 12 | 32 | 10 | 30 | 9 | 23 | 1 | | 42 | 29 |
| N.A. | 0 | 0 | 0 | 0 | 2 | 7 | 2 | 5 | 4 | | 8 | 6 |
| Total | 28 | 100 | 38 | 100 | 33 | 100 | 39 | 100 | 7 | | 145 | 100 |

Table 1.b

| Seconds | Community No. | Community % | School District No. | School District % | State Authority No. | State Authority % | University No. | University % | Totals No. | Totals % |
|---|---|---|---|---|---|---|---|---|---|---|
| :01 | 8 | 15 | 3 | 16 | 3 | 8 | 8 | 17 | 22 | 14 |
| :02 | 28 | 51 | 9 | 47 | 11 | 42 | 25 | 55 | 73 | 51 |
| :03 | 15 | 28 | 6 | 32 | 10 | 38 | 11 | 24 | 42 | 29 |
| N.A. | 3 | 6 | 1 | 5 | 2 | 12 | 2 | 4 | 8 | 6 |
| Total | 54 | 100 | 19 | 100 | 26 | 100 | 46 | 100 | 145 | 100 |

Table 1.c

| Seconds | Group 1 No. | Group 1 % | Group 2 No. | Group 2 % | Group 3 No. | Group 3 % | Group 4 No. | Group 4 % | Group 5 No. | Group 5 % | Group 6 No. | Group 6 % | Totals No. | Totals % |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| :01 | 3 | 13 | 3 | 12 | 3 | 13 | 4 | 17 | 4 | 17 | 5 | 16 | 22 | 14 |
| :02 | 11 | 46 | 13 | 52 | 14 | 61 | 10 | 42 | 14 | 58 | 11 | 44 | 73 | 51 |
| :03 | 8 | 33 | 8 | 32 | 6 | 26 | 8 | 33 | 5 | 21 | 7 | 28 | 42 | 29 |
| N.A. | 2 | 8 | 1 | 4 | 0 | 0 | 2 | 8 | 1 | 4 | 2 | 8 | 8 | 6 |
| Total | 24 | 100 | 25 | 100 | 23 | 100 | 24 | 100 | 24 | 100 | 25 | 100 | 145 | 100 |

2. How many days in advance of air is your air log prepared?

Table 2.a

| | North Atlantic | | Great Lakes and Plains | | Southeast | | West and Southwest | | Non-contiguous | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| One | 10 | 35 | 8 | 21 | 6 | 18 | 10 | 25 | 2 | | 36 | 23 |
| One-Two | 2 | 7 | 4 | 11 | 2 | 6 | 3 | 8 | 0 | | 11 | 8 |
| Two | 3 | 11 | 13 | 33 | 8 | 25 | 8 | 21 | 0 | | 32 | 22 |
| One-Three | 1 | 4 | 4 | 11 | 5 | 15 | 2 | 5 | 1 | | 13 | 9 |
| Three | 3 | 11 | 3 | 8 | 4 | 12 | 4 | 10 | 0 | | 14 | 10 |
| Four | 0 | 0 | 2 | 5 | 0 | 0 | 3 | 8 | 1 | | 6 | 4 |
| Three-Five | 2 | 7 | 1 | 3 | 2 | 6 | 2 | 5 | 0 | | 7 | 5 |
| Five | 0 | 0 | 1 | 3 | 2 | 6 | 0 | 0 | 0 | | 3 | 2 |
| Seven of More | 7 | 25 | 2 | 5 | 3 | 9 | 5 | 13 | 0 | | 17 | 12 |
| N.A. | 0 | 0 | 0 | 0 | 1 | 3 | 2 | 5 | 3 | | 6 | 5 |
| Total | 28 | 100 | 38 | 100 | 33 | 100 | 39 | 100 | 7 | | 145 | 100 |

Table 2.b

| | Community | | School District | | State Authority | | University | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % |
| One | 15 | 28 | 5 | 26 | 7 | 22 | 9 | 19 | 36 | 23 |
| One-Two | 5 | 9 | 1 | 5 | 0 | 0 | 5 | 11 | 11 | 8 |
| Two | 11 | 20 | 7 | 38 | 3 | 12 | 11 | 23 | 32 | 22 |
| One-Three | 5 | 9 | 0 | 0 | 2 | 8 | 6 | 13 | 13 | 9 |
| Three | 6 | 11 | 1 | 5 | 3 | 12 | 4 | 9 | 14 | 10 |
| Four | 0 | 0 | 1 | 5 | 1 | 4 | 4 | 9 | 6 | 4 |
| Three-Five | 1 | 2 | 1 | 5 | 2 | 8 | 3 | 7 | 7 | 5 |
| Five | 3 | 6 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 2 |
| Seven or More | 6 | 11 | 3 | 16 | 7 | 26 | 1 | 2 | 17 | 12 |
| N.A. | 2 | 4 | 0 | 0 | 1 | 4 | 3 | 7 | 6 | 5 |
| Total | 54 | 100 | 19 | 100 | 26 | 100 | 46 | 100 | 145 | 100 |

Table 2.c

| | Group 1 | | Group 2 | | Group 3 | | Group 4 | | Group 5 | | Group 6 | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| One | 5 | 21 | 7 | 28 | 7 | 22 | 2 | 8 | 8 | 34 | 7 | 24 | 36 | 23 |
| One-Two | 2 | 8 | 1 | 4 | 3 | 9 | 0 | 0 | 1 | 4 | 4 | 16 | 11 | 8 |
| Two | 4 | 17 | 7 | 28 | 2 | 6 | 8 | 34 | 8 | 34 | 3 | 12 | 32 | 22 |
| One-Three | 2 | 8 | 2 | 8 | 1 | 3 | 3 | 12 | 2 | 8 | 3 | 12 | 13 | 9 |
| Three | 2 | 8 | 0 | 0 | 4 | 12 | 5 | 21 | 2 | 8 | 1 | 4 | 14 | 10 |
| Four | 0 | 0 | 1 | 4 | 0 | 0 | 2 | 8 | 1 | 4 | 2 | 8 | 6 | 4 |
| Three-Five | 1 | 4 | 3 | 12 | 1 | 3 | 0 | 0 | 0 | 0 | 2 | 8 | 7 | 5 |
| Five | 0 | 0 | 1 | 4 | 0 | 0 | 2 | 8 | 0 | 0 | 0 | 0 | 3 | 12 |
| Seven or More | 6 | 26 | 3 | 12 | 5 | 15 | 0 | 0 | 1 | 4 | 2 | 8 | 17 | 12 |
| N.A. | 2 | 8 | 0 | 0 | 0 | 0 | 2 | 8 | 1 | 4 | 1 | 4 | 6 | 5 |
| Total | 24 | 100 | 25 | 100 | 23 | 100 | 24 | 100 | 24 | 100 | 25 | 100 | 145 | 100 |

Comment: "Only one day because information from PBS operators is so slow in being disseminated."

3. Should the PBS LOGO be a separate item on the operations logs, as it now is, or would you rather see it incorporated in the program length?
   a. Separate ____
   b. Incorporated____

Table 3.a

| | North Atlantic | | Great Lakes and Plains | | Southeast | | West and Southwest | | Non-contiguous | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| Separate | 14 | 50 | 8 | 21 | 7 | 21 | 12 | 31 | 1 | | 42 | 28 |
| Incorporated | 14 | 50 | 28 | 74 | 23 | 70 | 24 | 61 | 3 | | 92 | 64 |
| N.A. | 0 | 0 | 2 | 5 | 3 | 9 | 3 | 8 | 3 | | 11 | 8 |
| Total | 28 | 100 | 38 | 100 | 33 | 100 | 39 | 100 | 7 | | 145 | 100 |

Table 3.b

| | Community | | School District | | State Authority | | University | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % |
| Separate | 20 | 37 | 9 | 47 | 6 | 19 | 7 | 15 | 42 | 28 |
| Incorporated | 30 | 56 | 9 | 47 | 18 | 69 | 35 | 76 | 92 | 64 |
| N.A. | 4 | 7 | 1 | 6 | 2 | 8 | 4 | 9 | 11 | 8 |
| Total | 54 | 100 | 19 | 100 | 26 | 100 | 46 | 100 | 145 | 100 |

Table 3.c

| | Group 1 | | Group 2 | | Group 3 | | Group 4 | | Group 5 | | Group 6 | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| Separate | 10 | 42 | 6 | 24 | 6 | 26 | 5 | 21 | 8 | 33 | 7 | 24 | 42 | 28 |
| Incorporated | 11 | 45 | 19 | 76 | 15 | 65 | 17 | 71 | 15 | 63 | 15 | 60 | 92 | 64 |
| N.A. | 3 | 13 | 0 | 0 | 2 | 9 | 2 | 8 | 1 | 4 | 3 | 12 | 11 | 8 |
| Total | 24 | 100 | 25 | 100 | 23 | 100 | 24 | 100 | 24 | 100 | 25 | 100 | 145 | 100 |

NOTE: In this set of tables "no answer" often means "no preference" - many stated, "either way - but be consistent," so therefore they were tabulated as "no answer."

Great Lakes and Plains - School District Licensee - "Incorporated if it became standard procedure to every program with PBS."

Great Lakes and Plains and School District Licensee - "Either way but be consistent."

West and Southwest and Community Licensee - "Point to point - would like to dump PBS LOGO."

West and Southwest and University Licensee - "Incorporate if it becomes standard procedure to every program with PBS."

West and Southwest and University Licensee - "Be consistent - twix with videograph and for everybody."

4. Is the information on the videograph sufficient? ____Yes ____ No
   a. If "No," please specify what additional information would be useful.

Table 4.a

| | North Atlantic | | Great Lakes and Plains | | Southeast | | West and Southwest | | Non-contiguous | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| Yes | 21 | 75 | 33 | 87 | 28 | 85 | 31 | 79 | 1 | | 114 | 78 |
| No | 2 | 7 | 3 | 8 | 3 | 9 | 3 | 8 | 0 | | 11 | 8 |
| N.A. | 5 | 18 | 2 | 5 | 2 | 6 | 5 | 13 | 6 | | 20 | 14 |
| Total | 28 | 100 | 38 | 100 | 33 | 100 | 39 | 100 | 7 | | 145 | 100 |

Table 4.b

| | Community | | School District | | State Authority | | University | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % |
| Yes | 43 | 80 | 16 | 84 | 22 | 85 | 33 | 72 | 114 | 78 |
| No | 2 | 4 | 1 | 5 | 1 | 4 | 7 | 15 | 11 | 8 |
| N.A. | 9 | 16 | 2 | 11 | 3 | 11 | 6 | 13 | 20 | 14 |
| Total | 54 | 100 | 19 | 100 | 26 | 100 | 46 | 100 | 145 | 100 |

Table 4.c

| | Group 1 | | Group 2 | | Group 3 | | Group 4 | | Group 5 | | Group 6 | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| Yes | 19 | 79 | 22 | 88 | 18 | 78 | 18 | 75 | 18 | 75 | 19 | 76 | 114 | 78 |
| No | 2 | 8 | 2 | 8 | 0 | 0 | 4 | 17 | 1 | 4 | 2 | 16 | 11 | 8 |
| N.A. | 3 | 13 | 1 | 4 | 5 | 22 | 2 | 8 | 5 | 21 | 4 | 18 | 20 | 14 |
| Total | 24 | 100 | 25 | 100 | 23 | 100 | 24 | 100 | 24 | 100 | 25 | 100 | 145 | 100 |

To Question 4 there were eleven who answered "no." The reasons given were:

Population Group 1 - North Atlantic and Community Licensee -
(1) "Because it does not come at a regularly scheduled time."
(2) "We don't receive the videograph. It is usually cut at PPTN because of other feeds."

Population Group 2 - Southeast and State Authority Licensee -
(3) "Not up long enough--has reputation for tardiness."
(4) Southeast and School District Licensee - No Explanation

Population Group 4 - Great Lakes and Plains and Community Licensee -
(5) "Subtractional information - do not incorporate LOGO time in program length"

Great Lakes and Plains and University Licensee -
(6) "Change in LOGO should be stored or made more noticeable when the change is made."

West and Southwest and University Licensee -
(7) "Have program flagged on videograph - have symbol of flag on operation LOBO."
(8) "No" - without comment.

Population Group 5 - Great Lakes and Plains and University Licensee -
(9) "No, it is inconsistent with operator."

Population Group 6 - Southeast and University Licensee -
(10) "Need to identify changed items with methods easily identifiable."

West and Southwest and University Licensee -
(11) "The breaklinks are terrible."

### D. Station Relations

1. Are visits from PBS Station Relations staff helpful?
Very Helpful/1 2 3 4 5/Not Helpful

Table 1.a

| | | North Atlantic | | Great Lakes and Plains | | Southeast | | West and Southwest | | Non-contiguous | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| Very Helpful | 1 | 8 | 29 | 14 | 36 | 16 | 49 | 17 | 43 | 1 | | 56 | 39 |
| | 2 | 10 | 35 | 10 | 26 | 9 | 27 | 12 | 31 | 3 | | 44 | 30 |
| | 3 | 3 | 11 | 9 | 24 | 4 | 12 | 7 | 18 | 0 | | 23 | 16 |
| | 4 | 4 | 14 | 3 | 8 | 3 | 9 | 3 | 8 | 0 | | 13 | 9 |
| Not Helpful | 5 | 2 | 7 | 1 | 3 | 0 | 0 | 0 | 0 | 0 | | 3 | 2 |
| N.A. | | 1 | 4 | 1 | 3 | 1 | 3 | 0 | 0 | 3 | | 6 | 4 |
| Total | | 28 | 100 | 38 | 100 | 33 | 100 | 39 | 100 | 7 | | 145 | 100 |

Table 1.b

| | | Group 1 | | Group 2 | | Group 3 | | Group 4 | | Group 5 | | Group 6 | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| Very Helpful | 1 | 11 | 46 | 7 | 28 | 10 | 44 | 8 | | 10 | 42 | 10 | 40 | 56 | 39 |
| | 2 | 9 | 37 | 6 | 24 | 4 | 17 | 6 | | 10 | 42 | 9 | 36 | 44 | 30 |
| | 3 | 4 | 17 | 8 | 32 | 5 | 22 | 5 | | 1 | 4 | 0 | 0 | 23 | 16 |
| | 4 | 0 | 0 | 3 | 12 | 3 | 13 | 2 | | 3 | 12 | 2 | 8 | 13 | 9 |
| Not Helpful | 5 | 0 | 0 | 1 | 4 | 0 | 0 | 1 | | 0 | 0 | 1 | 4 | 3 | 2 |
| N.A. | | 0 | 0 | 0 | 0 | 1 | 4 | 2 | | 0 | 0 | 3 | 12 | 6 | 4 |
| Total | | 24 | 100 | 25 | 100 | 23 | 100 | 24 | | 24 | 100 | 25 | 100 | 145 | 100 |

Mean Rating = 2.0

### Top Ten

Three stations rated question as "1"
Six stations rated question as "2"
One station rated question as "3"

2. How frequently should these visits be made? (Check one)
   a. Annually ______
   b. More Frequently (Specify ______
   c. Less Frequently (Specify) ______
   d. Never ______

Table 2.a

| | North Atlantic | | Great Lakes and Plains | | Southeast | | West and Southwest | | Non-contiguous | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| Annually | 16 | 57 | 22 | 58 | 21 | 64 | 28 | 71 | 4 | | 91 | 63 |
| More Frequently | 10 | 36 | 13 | 34 | 10 | 30 | 10 | 26 | 1 | | 44 | 30 |
| Less Frequently | 0 | 0 | 2 | 5 | 1 | 3 | 1 | 3 | 0 | | 4 | 3 |
| Never | 2 | 7 | 1 | 3 | 1 | 3 | 0 | 0 | 0 | | 4 | 3 |
| N.A. | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | | 2 | 1 |
| Total | 28 | 100 | 38 | 100 | 33 | 100 | 39 | 100 | 7 | | 145 | 100 |

Table 2.b

| | Group 1 | | Group 2 | | Group 3 | | Group 4 | | Group 5 | | Group 6 | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| Annually | 18 | 75 | 15 | 60 | 15 | 65 | 14 | 59 | 13 | 54 | 16 | 64 | 91 | 63 |
| More Frequently | 6 | 25 | 8 | 32 | 8 | 35 | 6 | 25 | 9 | 38 | 7 | 28 | 44 | 30 |
| Less Frequently | 0 | 0 | 1 | 4 | 0 | 0 | 2 | 8 | 1 | 4 | 0 | 0 | 4 | 3 |
| Never | 0 | 0 | 1 | 4 | 0 | 0 | 1 | 4 | 1 | 4 | 1 | 4 | 4 | 3 |
| N.A. | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 4 | 0 | 0 | 1 | 4 | 2 | 1 |
| Total | 24 | 100 | 25 | 100 | 23 | 100 | 24 | 100 | 24 | 100 | 25 | 100 | 145 | 100 |

North Atlantic

Explanation of "b"

| | |
|---|---|
| (b) Semi-annually | 9 |
| (b) Quarterly | 1 |
| | 10 |

Great Lakes and Plains

Explanation of "b" and "c"

| | |
|---|---|
| (b) Semi-annually | 13 |
| (b) Every 2 years | 1 |
| (c) Every 30 months, or so | 1 |
| | 15 |

Southeast

Explanation of "b" and "c"

| | |
|---|---|
| (b) Semi-annually | 9 |
| (b) Quarterly | 1 |
| (c) Every 2 to 3 years | 1 |
| | 11 |

West and Southwest

Explanation of "b" and "c"

| | |
|---|---|
| (b) Three months | 1 |
| (b) Semi-annually | 8 |
| (b) Quarterly | 1 |
| (c) Every other year | 1 |
| | 11 |

Non-contiguous

Explanation of "b"

| | |
|---|---|
| (b) Semi-annually | 1 |

3. How might Station Relations visits be improved?

North Atlantic -

(1) "More structured. Pre-planning agenda."
(2) "Spend more time when they come."
(3) "By sending out decision makers. The most valuable visit we had was one by Bill Oxley."
(4) "Perhaps representatives from PBS and CBP could visit jointly. They could hear discussions and raise questions jointly."
(5) "Regularity. Could not rate question one. We had none this year."
(6) "Agenda in advance."
(7) "If something resulted from the input, or if they could work with the staff of PBS on the importance of helpful communication."
(8) "An agenda."
(9) "Follow-ups on the suggested improvements discussed."
(10) "Send top brass. Have agenda."
(11) "Prepare agenda. Giver more advance notice. Follow up back to station."
(12) "Get answers back to stations."
(13) "Do a complete job. Eliminate phone calls, at least those that are not time critical, such as scheduling."
(14) "By having them read CBP questionnaire before coming. Have them ready with questions and wanted answers by staff in Washington."

Great Lakes and Plains

(1) "Visits could be longer. After visit reaction from PBS to station."
(2) "Let's have one!"
(3) "Lead time and an agenda."
(4) "Preparation on type of station they are visiting and the station notified earlier."
(5) "Have seen no purpose for them."
(6) "Give more lead time for preparation of visit."
(7) "By coming."
(8) "Feedback on visit from PBS to station."
(9) "Never had one - can't rate."
(10) "Send Elizabeth!"
(11) "By receiving station questions in advance and being prepared to answer them."
(12) "Share good ideas picked up at other stations."
(13) "By more frequent visits."
(14) "Spend more time at individual stations - at least 2 days."
(15) "Prior to visit, contact by phone or DACs to determine what special areas we could use assistance in."

Southeast -

(1) "Advanced preparations on matters to be discussed on both parties' part. Take us to lunch and dinner."
(2) "More visits."
(3) "Greater length of visits."
(4) "More visits for greater understanding."
(5) "When specific problems arise more frequent visits."
(6) "Could be a source to provide information on operations from other stations."
(7) "Haven't had one - can't rate."
(8) "More time available while representative is in area."
(9) "More than one day at station."
(10) "Have definite purpose and the area to be visited."
(11) "Sooner."
(12) "Be available longer and involve more local people. Announce locally of their presence."
(13) "Come prepared to respond to various department questions."
(14) "Interface between local community and the national program."

West and Southwest -

(1) "More and better pre-planning for the station visits."
(2) "Helpful for more than one person to come. Persons specialized in various areas."
(3) "Increase frequency."
(4) "Provide more information from Washington activities."

West and Southwest (cont.) -

(5) "Indicate purpose of visit and staff they wish to confer with."
(6) "Suggest they send a variety of staff and get a balanced view."
(7) "Round robins."
(8) "Stay longer in area - at least 3 days."
(9) "Be able to share outstanding projects, fund raising events, program ideas, etc. from other stations."
(10) "Good job when they get here but need to come more often."
(11) "With increasing efficiency of DACs fewer visits needed."
(12) "Feedback to station from PBS about visit and their impression of station."
(13) "Present emphasis is too much on station - should be vice-versa on PBS services. Emphasis should be on station operation and on how other stations operate."

Non-contiguous -

(1) "By coming."
(2) "By attending in order of priorities members' necessities and shortcomings."

There were a number of favorable comments, such as, "great job," "very satisfactory," "visits fine, especially Bob Mott," "satisfactory and useful," "visits extremely helpful," and "excellent."

4. Is Station Relations staff responsive to inquiries made by mail, DACs, or phone?

____Yes ____No

Table 4.a

| | North Atlantic | | Great Lakes and Plains | | Southeast | | West and Southwest | | Non-contiguous | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| Yes | 27 | 96 | 38 | 100 | 31 | 94 | 39 | 100 | 4 | | 139 | 97 |
| No | 1 | 4 | 0 | 0 | 1 | 3 | 0 | 0 | 0 | | 2 | 1 |
| Sometimes | 0 | 0 | 0 | 0 | 1 | 3 | 0 | 0 | 1 | | 2 | 1 |
| N.A. | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | | 2 | 1 |
| Total | 28 | 100 | 38 | 100 | 33 | 100 | 39 | 100 | 7 | | 145 | 100 |

5. Is the PBS Guide to Staff and Services useful to your staff?
Very Useful/1 2 3 4 5/Not Useful

Table 5.a

| | | North Atlantic | | Great Lakes and Plains | | Southeast | | West and Southwest | | Non-contiguous | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| Very Useful | 1 | 17 | 60 | 13 | 34 | 21 | 64 | 20 | 51 | 4 | | 75 | 52 |
| | 2 | 8 | 29 | 17 | 45 | 72 | 21 | 15 | 39 | 1 | | 48 | 33 |
| | 3 | 2 | 7 | 7 | 18 | 4 | 12 | 4 | 10 | 0 | | 17 | 12 |
| | 4 | 1 | 4 | 0 | 0 | 1 | 3 | 0 | 0 | 0 | | 2 | 1 |
| Not Useful | 5 | 0 | 0 | 1 | 3 | 0 | 0 | 0 | 0 | 0 | | 1 | 1 |
| N.A. | | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | | 2 | 1 |
| Total | | 28 | 100 | 38 | 100 | 33 | 100 | 39 | 100 | 7 | | 145 | 100 |

Table 5.b

| | | Group 1 | | Group 2 | | Group 3 | | Group 4 | | Group 5 | | Group 6 | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| Very Useful | 1 | 11 | 46 | 10 | 40 | 15 | 65 | 11 | 46 | 12 | 50 | 16 | 64 | 75 | 52 |
| | 2 | 8 | 33 | 11 | 44 | 6 | 26 | 9 | 38 | 9 | 38 | 5 | 20 | 48 | 33 |
| | 3 | 4 | 17 | 4 | 16 | 2 | 9 | 2 | 8 | 2 | 8 | 3 | 12 | 17 | 12 |
| | 4 | 1 | 4 | 0 | 0 | 0 | 0 | 1 | 4 | 0 | 0 | 0 | 0 | 2 | 1 |
| Not Useful | 5 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 4 | 0 | 0 | 1 | 1 |
| N.A. | | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 4 | 0 | 0 | 1 | 4 | 2 | 1 |
| Total | | 24 | 100 | 25 | 100 | 23 | 100 | 24 | 100 | 24 | 100 | 25 | 100 | 145 | 100 |

Mean Rating = 1.6

Top Ten

Four stations rated this question as "1"
Two stations rated this question as "2"
Three stations rated this question as "3"
One station rated this question as "4"

6. How might the Guide be improved?

North Atlantic -

(1) "Cost index."
(2) "More copies to stations."
(3) "Glow in the dark would be an excellent guide for staff."
(4) "Complete and up to date."
(5) "Print it on cheaper paper."

Great Lakes and Plains -

(1) "Up-date Guide more often, names and telephone numbers."
(2) "More clarification of proper people for specific purposes through the use of examples."
(3) "Middle section tabbed off. List phone numbers."
(4) "Organization awkward. Need more cross references."
(5) "Expand service section in the guide."
(6) "Alphabetical names as well as services. Give office and shipping address."
(7) "Wider range of biographical material on personnel."
(8) "When changes occur in names or phone numbers send self-sticking labels with correct information to be added to each directory."
(9) "Include listing of PBS affiliates and individual station executives. Current computer print out listing is bulky and cumbersome."
(10) "Job classification is difficult to determine in the Guide."
(11) "Too much attention to PBS staff."

Southeast -

(1) "Put a general alphabetical listing of all staff in back."
(2) "Print on standard single 8-1/2 x 11 loose leaf punched papers, so it can be correlated with NAEB and CPB directories."

West and Southwest -

(1) "Put the total telephone number on each page."
(2) "Increased identification of job descriptions on national level with some description."
(3) "Continual up-dating of phone numbers."
(4) "Include all addresses. New York is currently missing."
(5) "Include job title in the directory section IV."
(6) "All addresses of officers as well."
(7) "Alphabetical index. Follow name by job responsibility."

Non-contiguous -

(1) "Index according to possible problem areas."
(2) "Put address and main telephone number on first page."

7. Please suggest other ways in which Station Relations might improve service to your station.

North Atlantic -

(1) "Why programs are flagged. Be specific; time, cause, words."
(2) "Little more backup of names of people with their identification."
(3) "Open daily television staff communication."
(4) "Coordinate an in-service training program."
(5) "Make available personal appearances of talent."
(6) "If we could get copies of Category III materials for non-interconnected stations."
(7) "A PBS informational news letter on their programming and decisions and how that will affect us in months to come."

Great Lakes and Plains -

(1) "A compilation of station visits with observation on overall picture."
(2) "Speed up interconnection."
(3) "Keep stations supplied with articles appearing around country, especially negative. Summary of press articles in a given week."
(4) "Keeping us informed, plus visitation."
(5) "Need station directory like old NET list."
(6) "By providing copies of stations' directories that are accurate and up dated."
(7) "Keeping us posted on what is happening."

Southeast -

(1) "Work on a plan to minimize surveys and questionnaires. Often time duplicated in completing forms."
(2) "Round robin meetings of managers has lessened need for visits but perhaps department heads at stations could be more formally encouraged to give more pressing problems to the managers prior to round robin meetings."

West and Southwest -

(1) "Advise stations if film copies or transcripts of programs are available to public."

West and Southwest (cont.) -

(2) "Get us OPS sheets and press information in advance of TV Guide deadlines."
(3) "Send money!"
(4) "Just been interconnected as of December '72 so need a primary compilation of services."
(5) "More follow-up to questions on individual problems."
(6) "By getting all PBS departments to respond quickly."

Non-contiguous -

(1) "Get us interconnected or at least get us a DACs.

There were several very favorable comments such as "We think system is outstanding." "We are very pleased with the Station Relations Department." "This is an excellent staff, service is great."

E. Engineering and Technical Operations

1. What areas of improvement would you suggest for the technical quality of the origination, the interconnection (if you are an interconnected station), or the video tapes shipped for noninterconnected stations?
   - a. Technical quality is satisfactory ______
   - b. Significant improvements are needed with regard to: (Check as many as applicable)
     - Transmission impairments of the interconnection ______
     - Responsiveness of PBS Technical Center Transmission Operations to call from stations ______
     - Smoothness of continuity switching ______
     - Other ______

Table 1.a

| North Atlantic | Number |
|---|---|
| a. Technical quality is satisfactory | 21 |
| b. Significant improvements are needed with regard to: | |
| Transmission impairments of the interconnection | 3 |
| Responsiveness of PBS Technical Center Transmission Operations to call from stations | 2 |
| Smoothness of continuity switching | 1 |
| Others | 3 |

(1) "Poor signal from interconnection. Sometimes no signal."
(2) "Quality of programs provided by production center and others is poor."
(3) "Interconnect is fine, but many of the original programs are of poor technical quality."

Table 1.b

| Great Lakes and Plains | Number |
|---|---|
| a. Technical quality is satisfactory | 24 |
| b. Significant improvements are needed with regard to: | |
| Transmission impairments of the interconnection | 8 |
| Responsiveness of PBS Technical Center Transmission Operations to call from stations | 1 |
| Smoothness of continuity switching | 0 |
| Others | 13 |

(1) "Differential phase does not meet objective. Usually 7-8° off."
(2) "Signal to noise on video."
(3) "Maintain a more constant chroma level on programming."
(4) "Variation in color quality and consistency."
(5) "Audio quality remains low grade compared to commercial networks."
(6) "Need more than a 5 kc audio line to upgrade audio."
(7) "Signal voice ratio is poor especially on Saturday mornings."
(8) "Audio quality problems."
(9) "We have had frequent problems with signal interruptions or impairments with relation to color. Phone company does not have vectorscopes so they can't trace color problems quickly."
(10) "Audio difficulties are constant."
(11) "Technical quality is satisfactory with the exception of audio."
(12) "Our interconnection impairment is mostly with AT&T at Columbus."
(13) "Interconnect system needs to improve. Audio bank all beyond 5000 cycles."

Table 1.c

| Southeast | | Number |
|---|---|---|
| a. | Technical quality is satisfactory | 16 |
| b. | Significant improvements are needed with regard to: | |
| | Transmission impairments of the interconnection | 9 |
| | Responsiveness of PBS Technical Center Transmission Operations to call from stations | 2 |
| | Smoothness of continuity switching | 5 |
| | Others | 15 |

(1) "Regional at network feed."
(2) "Only occasionally switching difficulties."
(3) "Still having problem with limited audio response."
(4) "Difficulty especially with audio."
(5) "Video level doesn't always match."
(6) "Audio quality is poor."
(7) "Maintain proper video and audio level."
(8) "Poor response to technical problem inquiries to TELC!"
(9) "Better control of video access variations."
(10) "Have many audio problems; perhaps local telephone company."
(11) "Noisy color; some special shows have too great saturated color."
(12) "Occasional banding."
(13) "Microphonics in the signal."
(14) "No problems with the exception of regional split. Color bars cut into middle of programs."
(15) "Low banding; low chromo."

Table 1.d

| West and Southwest | Number |
|---|---|
| a. Technical quality is satisfactory | 24 |
| b. Significant improvements are needed with regard to: | |
| Transmission impairments of the interconnection | 8 |
| Responsiveness of PBS Technical Center Transmission Operations to call from stations | 0 |
| Smoothness of continuity switching | 7 |
| Others | 12 |

(1) "Transmission problem delivered to Los Angeles and delivered to west coast cities."
(2) "Excessive voice level in audio."
(3) "Need better audio and video circuits."
(4) "Breakups and dropouts which are not originating at delay center. Cannot get telephone company to rectify it."
(5) "Very bad due to common carrier; has nothing to do with PBS."
(6) "Roll tape on time. Two to three seconds is not sufficient even locally."
(7) "Some ringing in audio."
(8) "We are currently negotiating with private carrier on problem of transmission impairments."
(9) "Continuing discrepancy between color bars and program feed from Los Angeles."
(10) "Our trouble is with intermediate microwave - not PBS."
(11) "Occasional trouble with smoothness of continuity switching from west coast delay."
(12) "Banding off tape and burst phase errors."

2. What areas of improvement would you suggest for technical quality of video tapes shipped if you are not interconnected.
   a. Technical quality is satisfactory ______
   b. Other ______

North Atlantic -

a. Technical quality is satisfactory in all the non-interconnect stations.
b. There were no comments under "others."

Great Lakes and Plains -

a. Technical quality is satisfactory in all the non-interconnected stations.
b. One comment under "other":
   "Be sure tape length information is correct and have engineering log be more specific on tape overlap. A tape pass log is no longer included and it should be so that comments can be written regarding tape damage."

Southeast -

a. Technical quality is satisfactory in all the non-interconnected stations.
b. One comment under "other":
   "Video tape playbacks are not always up to network quality."

West and Southwest -

a. Technical quality is satisfactory in all the non-interconnected stations.
b. There were no comments under "other".

Non-contiguous -

a. Technical quality is satisfactory for these stations.
b. Comments for "other" are:
   (1) "Video-generally degraded picture; audio noise problems to KPEC, where timely dubs are made for us.
   (2) "Labeling is atrocious. Timings often missing; titles misspelled; lack of series titling; often no cue sheet; if cue sheet, often illegiable."
   (3) "Poor audio quality of tapes - often muddy."

## F. Public Information

1. How would you characterize the value of the information service package you are receiving?
Very Useful/1 2 3 4 5/Useless

Table 1.a

| | North Atlantic | | Great Lakes and Plains | | Southeast | | West and Southwest | | Non-contiguous | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| Very Useful 1 | 3 | 11 | 8 | 20 | 11 | 33 | 11 | 28 | 2 | | 35 | 24 |
| 2 | 13 | 46 | 12 | 32 | 6 | 18 | 12 | 31 | 2 | | 45 | 31 |
| 3 | 8 | 29 | 13 | 34 | 13 | 40 | 11 | 28 | 0 | | 45 | 31 |
| 4 | 4 | 14 | 4 | 11 | 1 | 3 | 4 | 10 | 1 | | 14 | 10 |
| Useless 5 | 0 | 0 | 1 | 3 | 1 | 3 | 0 | 0 | 0 | | 2 | 1 |
| N.A. | 0 | 0 | 0 | 0 | 1 | 3 | 1 | 3 | 2 | | 4 | 3 |
| Total | 28 | 100 | 38 | 100 | 33 | 100 | 39 | 100 | 7 | | 145 | 100 |

Table 1.b

| | Community | | School District | | State Authority | | University | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % |
| Very Useful 1 | 10 | 19 | 6 | 32 | 10 | 39 | 9 | 20 | 35 | 24 |
| 2 | 21 | 38 | 3 | 16 | 4 | 14 | 17 | 37 | 45 | 31 |
| 3 | 16 | 30 | 7 | 36 | 10 | 39 | 12 | 26 | 45 | 31 |
| 4 | 5 | 9 | 2 | 11 | 1 | 4 | 6 | 13 | 14 | 10 |
| Useless 5 | 1 | 2 | 0 | 0 | 1 | 4 | 0 | 0 | 2 | 1 |
| N.A. | 1 | 2 | 1 | 5 | 0 | 0 | 2 | 4 | 4 | 3 |
| Total | 54 | 100 | 19 | 100 | 26 | 100 | 46 | 100 | 145 | 100 |

Table 1.c

| | | Group 1 | | Group 2 | | Group 3 | | Group 4 | | Group 5 | | Group 6 | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| Very Useful | 1 | 7 | 29 | 5 | 20 | 7 | 30 | 6 | 25 | 5 | 21 | 5 | 20 | 35 | 24 |
| | 2 | 3 | 13 | 10 | 40 | 7 | 30 | 5 | 21 | 9 | 38 | 11 | 44 | 45 | 31 |
| | 3 | 12 | 50 | 7 | 28 | 5 | 23 | 6 | 25 | 8 | 33 | 7 | 28 | 45 | 31 |
| | 4 | 2 | 8 | 2 | 8 | 4 | 17 | 4 | 17 | 1 | 4 | 1 | 4 | 14 | 10 |
| Useless | 5 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 8 | 0 | 0 | 0 | 0 | 2 | 1 |
| N.A. | | 0 | 0 | 1 | 4 | 0 | 0 | 1 | 4 | 1 | 4 | 1 | 4 | 4 | 3 |
| Total | | 24 | 100 | 25 | 100 | 23 | 100 | 24 | 100 | 24 | 100 | 25 | 100 | 145 | 100 |

Mean Rating = 2.3

2. How would you rate the 1972 fall national commercial television advertising campaign for PBS programming?
Very Successful/1 2 3 4 5/Unsuccessful

Table 2.a

| | | North Atlantic | | Great Lakes and Plains | | Southeast | | West and Southwest | | Non-contiguous | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| Very Successful | 1 | 4 | 14 | 9 | 24 | 2 | 6 | 1 | 3 | 0 | | 16 | 11 |
| | 2 | 5 | 18 | 9 | 24 | 11 | 34 | 13 | 33 | 0 | | 38 | 26 |
| | 3 | 9 | 33 | 7 | 18 | 7 | 21 | 14 | 35 | 3 | | 40 | 28 |
| Un- | 4 | 6 | 21 | 10 | 26 | 7 | 21 | 8 | 21 | 0 | | 31 | 21 |
| successful | 5 | 4 | 14 | 3 | 8 | 3 | 9 | 2 | 5 | 2 | | 14 | 10 |
| N.A. | | 0 | 0 | 0 | 0 | 3 | 9 | 1 | 3 | 2 | | 6 | 4 |
| Total | | 28 | 100 | 38 | 100 | 33 | 100 | 39 | 100 | 7 | | 145 | 10 |

Table 2.b

| | | Community | | School District | | State Authority | | University | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | No. | % | No. | % | No. | % | No. | % | No. | % |
| Very Successful | 1 | 4 | 7 | 1 | 5 | 3 | 12 | 8 | 17 | 16 | 11 |
| | 2 | 19 | 35 | 4 | 21 | 5 | 19 | 10 | 22 | 38 | 26 |
| | 3 | 15 | 28 | 6 | 32 | 9 | 34 | 10 | 22 | 40 | 28 |
| Unsuccessful | 4 | 8 | 15 | 6 | 32 | 6 | 23 | 11 | 24 | 31 | 21 |
| | 5 | 6 | 11 | 1 | 5 | 2 | 8 | 5 | 11 | 14 | 10 |
| N.A. | | 2 | 4 | 1 | 5 | 1 | 4 | 2 | 4 | 6 | 4 |
| Total | | 54 | 100 | 19 | 100 | 26 | 100 | 46 | 100 | 145 | 100 |

Table 2.c

| | | Group 1 | | Group 2 | | Group 3 | | Group 4 | | Group 5 | | Group 6 | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| Very Successful | 1 | 2 | 8 | 1 | 4 | 2 | 9 | 4 | 17 | 5 | 21 | 2 | 8 | 16 | 11 |
| | 2 | 4 | 17 | 8 | 32 | 5 | 22 | 7 | 29 | 6 | 25 | 8 | 32 | 38 | 26 |
| | 3 | 7 | 29 | 5 | 20 | 12 | 52 | 2 | 8 | 6 | 25 | 8 | 32 | 40 | 28 |
| Unsuccessful | 4 | 5 | 21 | 7 | 28 | 3 | 13 | 7 | 29 | 5 | 21 | 4 | 16 | 31 | 21 |
| | 5 | 4 | 17 | 3 | 12 | 1 | 4 | 3 | 13 | 1 | 4 | 2 | 8 | 14 | 10 |
| N.A. | | 2 | 8 | 1 | 4 | 0 | 0 | 1 | 4 | 1 | 4 | 1 | 4 | 6 | 4 |
| Total | | 24 | 100 | 25 | 100 | 23 | 100 | 24 | 100 | 24 | 100 | 25 | 100 | 145 | 100 |

3. Would you recommend that a similar television campaign (select one):
   a. ____Be repeated at the beginning of each of the three major seasons (October, January, June).
   b. ____Be conducted only in the fall
   c. ____Be discontinued

Table 3.a

| | North Atlantic | | Great Lakes and Plains | | Southeast | | West and Southwest | | Non-contiguous | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| a. | 16 | 57 | 21 | 55 | 20 | 61 | 20 | 51 | 4 | | 81 | 55 |
| b. | 7 | 25 | 10 | 26 | 4 | 12 | 9 | 23 | 0 | | 30 | 21 |
| c. | 5 | 18 | 6 | 16 | 6 | 18 | 9 | 23 | 1 | | 27 | 19 |
| N.A. | 0 | 0 | 1 | 3 | 3 | 9 | 1 | 3 | 2 | | 7 | 5 |
| Total | 28 | 100 | 38 | 100 | 33 | 100 | 39 | 100 | 7 | | 145 | 100 |

Table 3.b

| | Community | | School District | | State Authority | | University | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % |
| a. | 31 | 58 | 10 | 53 | 16 | 62 | 24 | 53 | 81 | 55 |
| b. | 11 | 20 | 5 | 26 | 7 | 27 | 7 | 15 | 30 | 21 |
| c. | 8 | 15 | 3 | 16 | 3 | 12 | 13 | 28 | 27 | 19 |
| N.A. | 4 | 7 | 1 | 5 | 0 | 0 | 2 | 4 | 7 | 5 |
| Total | 54 | 100 | 19 | 100 | 26 | 100 | 46 | 100 | 145 | 100 |

Table 3.c

| | Group 1 | | Group 2 | | Group 3 | | Group 4 | | Group 5 | | Group 6 | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| a. | 13 | 54 | 14 | 56 | 13 | 57 | 14 | 57 | 15 | 62 | 12 | 48 | 81 | 55 |
| b. | 6 | 25 | 5 | 20 | 4 | 17 | 2 | 8 | 5 | 21 | 8 | 32 | 30 | 21 |
| c. | 4 | 17 | 5 | 20 | 5 | 22 | 6 | 25 | 3 | 13 | 4 | 16 | 27 | 19 |
| N.A. | 1 | 4 | 1 | 4 | 1 | 4 | 2 | 8 | 1 | 4 | 1 | 4 | 7 | 5 |
| Total | 24 | 100 | 25 | 100 | 23 | 100 | 24 | 100 | 24 | 100 | 25 | 100 | 145 | 100 |

4. Please list in order the value of the services provided by PBS's Office of Public Information: (1 = highest value).
____Advertising mats/proofs
____Listings/Art for Program Guides
____On-air promo slides
____Posters
____Press information (press releases, pictures, etc.)
____Press kits
____Print advertisements
____Television advertisements

## Advertising Mats/Proofs

Table 4.a

| | North Atlantic | | Great Lakes and Plains | | Southeast | | West and Southwest | | Non-contiguous | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| 1 | 2 | 7 | 1 | 3 | 1 | 3 | 1 | 3 | 0 | | 5 | 3 |
| 2 | 0 | 0 | 0 | 0 | 1 | 3 | 2 | 5 | 0 | | 3 | 2 |
| 3 | 2 | 7 | 2 | 5 | 1 | 3 | 6 | 15 | 0 | | 11 | 8 |
| 4 | 6 | 21 | 5 | 13 | 1 | 3 | 3 | 8 | 1 | | 16 | 11 |
| 5 | 3 | 11 | 2 | 5 | 6 | 18 | 8 | 21 | 0 | | 19 | 13 |
| 6 | 5 | 18 | 6 | 16 | 4 | 12 | 7 | 18 | 0 | | 22 | 15 |
| 7 | 3 | 11 | 10 | 26 | 10 | 31 | 4 | 10 | 1 | | 28 | 19 |
| 8 | 7 | 25 | 11 | 29 | 6 | 18 | 4 | 10 | 3 | | 31 | 22 |
| N.A. | 0 | 0 | 1 | 3 | 3 | 9 | 4 | 10 | 2 | | 10 | 7 |
| Total | 28 | 100 | 38 | 100 | 33 | 100 | 39 | 100 | 7 | | 145 | 100 |

Table 4.b

| | Group 1 | | Group 2 | | Group 3 | | Group 4 | | Group 5 | | Group 6 | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| 1 | 3 | 13 | 0 | 0 | 1 | 4 | 1 | 4 | 0 | 0 | 0 | 0 | 5 | 3 |
| 2 | 0 | 0 | 1 | 4 | 1 | 4 | 1 | 4 | 0 | 0 | 0 | 0 | 3 | 2 |
| 3 | 1 | 4 | 2 | 8 | 2 | 9 | 1 | 4 | 3 | 13 | 2 | 8 | 11 | 8 |
| 4 | 3 | 13 | 0 | 0 | 5 | 22 | 1 | 4 | 3 | 13 | 4 | 16 | 16 | 11 |
| 5 | 3 | 13 | 3 | 12 | 2 | 9 | 6 | 25 | 1 | 4 | 4 | 16 | 19 | 13 |
| 6 | 4 | 16 | 5 | 20 | 1 | 4 | 2 | 9 | 8 | 32 | 2 | 8 | 22 | 15 |
| 7 | 4 | 16 | 7 | 28 | 2 | 9 | 6 | 25 | 4 | 17 | 5 | 20 | 28 | 19 |
| 8 | 5 | 21 | 4 | 16 | 9 | 39 | 4 | 16 | 3 | 13 | 6 | 24 | 31 | 22 |
| N.A. | 1 | 4 | 3 | 12 | 0 | 0 | 2 | 9 | 2 | 8 | 2 | 8 | 10 | 7 |
| Total | 24 | 100 | 25 | 100 | 23 | 100 | 24 | 100 | 24 | 100 | 25 | 100 | 145 | 100 |

Mean Rating 1.8

## Listings/Art for Program Guides

Table 4.c

| | North Atlantic | | Great Lakes and Plains | | Southeast | | West and Southwest | | Non-contiguous | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| 1 | 3 | 11 | 6 | 16 | 5 | 15 | 4 | 10 | 0 | | 18 | 12 |
| 2 | 5 | 17 | 8 | 20 | 2 | 6 | 7 | 18 | 2 | | 24 | 17 |
| 3 | 6 | 21 | 4 | 11 | 6 | 19 | 5 | 13 | 0 | | 21 | 14 |
| 4 | 6 | 21 | 3 | 8 | 5 | 15 | 8 | 20 | 0 | | 22 | 15 |
| 5 | 1 | 4 | 9 | 23 | 4 | 12 | 8 | 20 | 2 | | 24 | 17 |
| 6 | 2 | 7 | 3 | 8 | 2 | 6 | 3 | 8 | 0 | | 10 | 7 |
| 7 | 3 | 11 | 4 | 11 | 4 | 12 | 1 | 3 | 1 | | 13 | 9 |
| 8 | 1 | 4 | 1 | 3 | 1 | 3 | 0 | 0 | 0 | | 3 | 2 |
| N.A. | 1 | 4 | 0 | 0 | 4 | 12 | 3 | 8 | 2 | | 10 | 7 |
| Total | 28 | 100 | 38 | 100 | 33 | 100 | 39 | 100 | 7 | | 145 | 100 |

Table 4.d

| | Group 1 | | Group 2 | | Group 3 | | Group 4 | | Group 5 | | Group 6 | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| 1 | 2 | 8 | 2 | 8 | 5 | 22 | 5 | 21 | 3 | 13 | 1 | 4 | 18 | 12 |
| 2 | 4 | 17 | 5 | 20 | 3 | 13 | 4 | 17 | 3 | 13 | 5 | 20 | 24 | 17 |
| 3 | 3 | 13 | 4 | 16 | 4 | 17 | 1 | 4 | 6 | 25 | 3 | 12 | 21 | 14 |
| 4 | 4 | 17 | 5 | 20 | 2 | 9 | 6 | 25 | 3 | 13 | 2 | 8 | 22 | 15 |
| 5 | 3 | 13 | 4 | 16 | 3 | 13 | 4 | 17 | 5 | 20 | 5 | 20 | 24 | 17 |
| 6 | 1 | 4 | 1 | 4 | 1 | 4 | 2 | 8 | 0 | 0 | 5 | 20 | 10 | 7 |
| 7 | 5 | 20 | 1 | 4 | 3 | 13 | 1 | 4 | 1 | 4 | 2 | 8 | 13 | 9 |
| 8 | 0 | 0 | 0 | 0 | 1 | 4 | 0 | 0 | 1 | 4 | 1 | 4 | 3 | 2 |
| N.A. | 2 | 8 | 3 | 12 | 1 | 4 | 1 | 4 | 2 | 8 | 1 | 4 | 10 | 7 |
| Total | 24 | 100 | 25 | 100 | 23 | 100 | 24 | 100 | 24 | 100 | 25 | 100 | 145 | 100 |

Mean Rating = 3.8

On-air Promo Slides

Table 4.e

| | North Atlantic | | Great Lakes and Plains | | Southeast | | West and Southwest | | Non-contiguous | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| 1 | 9 | 32 | 9 | 24 | 7 | 21 | 13 | 33 | 2 | | 40 | 27 |
| 2 | 5 | 18 | 12 | 31 | 12 | 37 | 11 | 28 | 1 | | 41 | 28 |
| 3 | 6 | 21 | 10 | 26 | 4 | 12 | 8 | 21 | 1 | | 29 | 20 |
| 4 | 6 | 21 | 0 | 0 | 5 | 15 | 2 | 5 | 1 | | 14 | 10 |
| 5 | 1 | 4 | 2 | 5 | 1 | 3 | 0 | 0 | 0 | | 4 | 3 |
| 6 | 0 | 0 | 1 | 3 | 1 | 3 | 4 | 10 | 0 | | 6 | 4 |
| 7 | 0 | 0 | 1 | 3 | 0 | 0 | 0 | 0 | 0 | | 1 | 1 |
| 8 | 0 | 0 | 2 | 5 | 0 | 0 | 0 | 0 | 0 | | 2 | 1 |
| N.A. | 1 | 4 | 1 | 3 | 3 | 9 | 1 | 3 | 0 | | 8 | 6 |
| Total | 28 | 100 | 38 | 100 | 33 | 100 | 39 | 100 | 7 | | 145 | 100 |

Table 4.f

| | Group 1 | | Group 2 | | Group 3 | | Group 4 | | Group 5 | | Group 6 | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| 1 | 3 | 13 | 6 | 24 | 9 | 40 | 4 | 17 | 6 | 25 | 12 | 48 | 40 | 27 |
| 2 | 5 | 21 | 11 | 44 | 4 | 17 | 5 | 21 | 9 | 38 | 7 | 28 | 41 | 28 |
| 3 | 4 | 17 | 4 | 16 | 5 | 22 | 9 | 38 | 3 | 13 | 4 | 16 | 29 | 20 |
| 4 | 7 | 28 | 1 | 4 | 3 | 13 | 2 | 8 | 0 | 0 | 1 | 4 | 14 | 10 |
| 5 | 0 | 0 | 1 | 4 | 1 | 4 | 0 | 0 | 2 | 8 | 0 | 0 | 4 | 3 |
| 6 | 2 | 8 | 1 | 4 | 1 | 4 | 2 | 8 | 0 | 0 | 0 | 0 | 6 | 4 |
| 7 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 4 | 0 | 0 | 1 | 1 |
| 8 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 4 | 1 | 4 | 0 | 0 | 2 | 1 |
| N.A. | 3 | 13 | 1 | 4 | 0 | 0 | 1 | 4 | 2 | 8 | 1 | 4 | 8 | 6 |
| Total | 24 | 100 | 25 | 100 | 23 | 100 | 24 | 100 | 24 | 100 | 25 | 100 | 145 | 100 |

Mean Rating = 3.1

## Posters

Table 4.g

| | North Atlantic | | Great Lakes and Plains | | Southeast | | West and Southwest | | Non-contiguous | | Totals |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. |
| 1 | 0 | 0 | 1 | 3 | 0 | 0 | 0 | 0 | 0 | | 1 |
| 2 | 0 | 0 | 1 | 3 | 0 | 0 | 1 | 3 | 0 | | 2 |
| 3 | 1 | 4 | 2 | 5 | 1 | 3 | 3 | 8 | 0 | | 7 |
| 4 | 2 | 7 | 8 | 21 | 5 | 15 | 3 | 8 | 1 | | 19 |
| 5 | 12 | 42 | 6 | 16 | 3 | 9 | 4 | 10 | 2 | | 27 |
| 6 | 3 | 11 | 5 | 13 | 6 | 18 | 5 | 13 | 1 | | 20 |
| 7 | 4 | 14 | 7 | 18 | 6 | 18 | 3 | 8 | 1 | | 21 |
| 8 | 5 | 18 | 7 | 18 | 8 | 25 | 16 | 40 | 0 | | 36 |
| N.A. | 1 | 4 | 1 | 3 | 4 | 12 | 4 | 10 | 2 | | 12 |
| Total | 28 | 100 | 38 | 100 | 33 | 100 | 39 | 100 | 7 | | 145 |

Table 4.h

| | Group 1 | | Group 2 | | Group 3 | | Group 4 | | Group 5 | | Group 6 | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 4 | 0 | 0 | 1 | 1 |
| 2 | 1 | 4 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 4 | 2 | 1 |
| 3 | 0 | 0 | 1 | 4 | 3 | 13 | 1 | 4 | 1 | 4 | 1 | 4 | 7 | 5 |
| 4 | 2 | 8 | 3 | 12 | 4 | 17 | 1 | 4 | 5 | 21 | 4 | 16 | 19 | 13 |
| 5 | 8 | 34 | 4 | 16 | 6 | 27 | 2 | 8 | 3 | 12 | 4 | 16 | 27 | 19 |
| 6 | 4 | 17 | 3 | 12 | 2 | 9 | 3 | 13 | 4 | 17 | 4 | 16 | 20 | 14 |
| 7 | 2 | 8 | 2 | 8 | 3 | 13 | 6 | 25 | 4 | 17 | 4 | 16 | 21 | 15 |
| 8 | 5 | 21 | 8 | 32 | 4 | 17 | 9 | 38 | 5 | 21 | 5 | 20 | 36 | 24 |
| N.A. | 2 | 8 | 4 | 16 | 1 | 4 | 2 | 8 | 1 | 4 | 2 | 8 | 12 | 8 |
| Total | 24 | 100 | 25 | 100 | 23 | 100 | 24 | 100 | 24 | 100 | 25 | 100 | 145 | 100 |

Mean Rating = 5.9

Press Information (Press Releases, Pictures, etc.)

Table 4.i

| | North Atlantic | | Great Lakes and Plains | | Southeast | | West and Southwest | | Non-contiguous | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| 1 | 15 | 74 | 17 | 45 | 15 | 46 | 21 | 53 | 3 | | 71 | 49 |
| 2 | 6 | 21 | 7 | 18 | 9 | 27 | 7 | 18 | 0 | | 29 | 20 |
| 3 | 4 | 14 | 7 | 18 | 5 | 15 | 7 | 18 | 2 | | 25 | 17 |
| 4 | 3 | 11 | 3 | 8 | 2 | 6 | 2 | 5 | 0 | | 10 | 7 |
| 5 | 0 | 0 | 1 | 3 | 0 | 0 | 1 | 3 | 0 | | 2 | 1 |
| 6 | 0 | 0 | 1 | 3 | 0 | 0 | 0 | 0 | 0 | | 1 | 1 |
| 7 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | 0 | 0 |
| 8 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 3 | 0 | | 1 | 1 |
| N.A. | 0 | 0 | 2 | 5 | 2 | 6 | 0 | 0 | 2 | | 6 | 4 |
| Total | 28 | 100 | 38 | 100 | 33 | 100 | 39 | 100 | 7 | | 145 | 100 |

Table 4.j

| | Group 1 | | Group 2 | | Group 3 | | Group 4 | | Group 5 | | Group 6 | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| 1 | 13 | 54 | 14 | 56 | 12 | 53 | 10 | 42 | 12 | 50 | 10 | 40 | 71 | 49 |
| 2 | 4 | 17 | 5 | 20 | 7 | 30 | 7 | 29 | 4 | 17 | 2 | 8 | 29 | 20 |
| 3 | 5 | 21 | 1 | 4 | 3 | 13 | 4 | 17 | 4 | 17 | 8 | 32 | 25 | 17 |
| 4 | 1 | 4 | 3 | 12 | 1 | 4 | 2 | 8 | 1 | 4 | 2 | 8 | 10 | 7 |
| 5 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 4 | 1 | 4 | 2 | 1 |
| 6 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 4 | 0 | 0 | 1 | 1 |
| 7 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 8 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 4 | 1 | 1 |
| N.A. | 1 | 4 | 2 | 8 | 0 | 0 | 1 | 4 | 1 | 4 | 1 | 4 | 6 | 4 |
| Total | 24 | 100 | 25 | 100 | 23 | 100 | 24 | 100 | 24 | 100 | 25 | 100 | 145 | 100 |

Mean Rating = 1.9

## Press Kits

Table 4.k

| | North Atlantic | | Great Lakes and Plains | | Southeast | | West and Southwest | | Non-contiguous | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| 1 | 0 | 0 | 1 | 3 | 2 | 6 | 2 | 5 | 0 | | 5 | 3 |
| 2 | 9 | 32 | 5 | 13 | 4 | 12 | 4 | 10 | 0 | | 22 | 15 |
| 3 | 2 | 7 | 7 | 18 | 9 | 28 | 9 | 23 | 1 | | 28 | 20 |
| 4 | 3 | 11 | 8 | 21 | 3 | 9 | 11 | 28 | 1 | | 26 | 18 |
| 5 | 3 | 11 | 10 | 26 | 3 | 9 | 1 | 3 | 2 | | 19 | 13 |
| 6 | 6 | 21 | 3 | 8 | 2 | 6 | 6 | 15 | 1 | | 18 | 12 |
| 7 | 2 | 7 | 2 | 5 | 2 | 6 | 3 | 8 | 0 | | 10 | 7 |
| 8 | 2 | 7 | 1 | 3 | 4 | 12 | 2 | 3 | 0 | | 8 | 6 |
| N.A. | 1 | 4 | 1 | 3 | 3 | 9 | 2 | 5 | 2 | | 9 | 6 |
| Total | 28 | 100 | 38 | 100 | 33 | 100 | 39 | 100 | 7 | | 145 | 100 |

Table 4.1

| | Group 1 | | Group 2 | | Group 3 | | Group 4 | | Group 5 | | Group 6 | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| 1 | 1 | 4 | 1 | 4 | 1 | 4 | 0 | 0 | 1 | 4 | 1 | 4 | 5 | 3 |
| 2 | 6 | 25 | 1 | 4 | 6 | 27 | 3 | 13 | 2 | 8 | 4 | 16 | 22 | 15 |
| 3 | 5 | 21 | 5 | 20 | 4 | 17 | 5 | 21 | 5 | 20 | 4 | 16 | 28 | 20 |
| 4 | 1 | 4 | 7 | 28 | 3 | 13 | 6 | 25 | 3 | 13 | 6 | 24 | 26 | 18 |
| 5 | 4 | 17 | 3 | 12 | 2 | 9 | 2 | 8 | 3 | 13 | 5 | 20 | 19 | 13 |
| 6 | 5 | 21 | 2 | 8 | 2 | 9 | 3 | 13 | 3 | 13 | 3 | 12 | 18 | 12 |
| 7 | 1 | 4 | 0 | 0 | 3 | 13 | 2 | 8 | 4 | 17 | 0 | 0 | 10 | 7 |
| 8 | 0 | 0 | 2 | 8 | 1 | 4 | 2 | 8 | 2 | 8 | 1 | 4 | 8 | 6 |
| N.A. | 1 | 4 | 4 | 16 | 1 | 4 | 1 | 4 | 1 | 4 | 1 | 4 | 9 | 6 |
| Total | 24 | 100 | 25 | 100 | 23 | 100 | 24 | 100 | 24 | 100 | 25 | 100 | 145 | 100 |

Mean Rating = 4.2

## Print Advertisements

Table 4.m

| | North Atlantic | | Great Lakes and Plains | | Southeast | | West and Southwest | | Non-contiguous | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| 1 | 1 | 4 | 1 | 3 | 1 | 3 | 2 | 5 | 1 | | 6 | 4 |
| 2 | 4 | 14 | 2 | 5 | 2 | 6 | 2 | 5 | 0 | | 10 | 7 |
| 3 | 5 | 18 | 4 | 11 | 2 | 6 | 2 | 5 | 0 | | 13 | 9 |
| 4 | 3 | 11 | 6 | 16 | 4 | 12 | 7 | 18 | 0 | | 20 | 14 |
| 5 | 3 | 11 | 6 | 16 | 3 | 9 | 6 | 15 | 0 | | 18 | 12 |
| 6 | 4 | 14 | 6 | 16 | 12 | 35 | 5 | 13 | 3 | | 30 | 20 |
| 7 | 5 | 18 | 9 | 23 | 4 | 12 | 9 | 24 | 0 | | 27 | 19 |
| 8 | 2 | 6 | 2 | 5 | 1 | 3 | 2 | 5 | 1 | | 8 | 6 |
| N.A. | 1 | 4 | 2 | 5 | 4 | 12 | 4 | 10 | 2 | | 13 | 9 |
| Total | 28 | 100 | 38 | 100 | 33 | 100 | 39 | 100 | 7 | | 145 | 100 |

Table 4.n

| | Group 1 | | Group 2 | | Group 3 | | Group 4 | | Group 5 | | Group 6 | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| 1 | 2 | 8 | 1 | 4 | 0 | 0 | 1 | 4 | 1 | 4 | 1 | 4 | 6 | 4 |
| 2 | 4 | 17 | 1 | 4 | 2 | 9 | 1 | 4 | 2 | 8 | 0 | 0 | 10 | 7 |
| 3 | 4 | 17 | 3 | 12 | 2 | 9 | 2 | 8 | 0 | 0 | 2 | 8 | 13 | 9 |
| 4 | 3 | 13 | 0 | 0 | 3 | 13 | 4 | 17 | 6 | 26 | 4 | 16 | 20 | 14 |
| 5 | 2 | 8 | 3 | 12 | 3 | 13 | 3 | 13 | 5 | 21 | 2 | 8 | 18 | 12 |
| 6 | 2 | 8 | 7 | 28 | 6 | 26 | 6 | 25 | 2 | 8 | 7 | 28 | 30 | 20 |
| 7 | 4 | 17 | 6 | 24 | 4 | 17 | 4 | 17 | 5 | 21 | 4 | 16 | 27 | 19 |
| 8 | 1 | 4 | 0 | 0 | 2 | 9 | 1 | 4 | 1 | 4 | 3 | 12 | 8 | 6 |
| N.A. | 2 | 8 | 4 | 16 | 1 | 4 | 2 | 8 | 2 | 8 | 2 | 8 | 13 | 9 |
| Total | 24 | 100 | 25 | 100 | 23 | 100 | 24 | 100 | 24 | 100 | 25 | 100 | 145 | 100 |

Mean Raing = 5.1

## Television Advertisements

Table 4.o

| | North Atlantic | | Great Lakes and Plains | | Southeast | | West and Southwest | | Non-contiguous | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| 1 | 1 | 4 | 3 | 8 | 2 | 6 | 3 | 8 | 0 | | 9 | 6 |
| 2 | 2 | 7 | 4 | 11 | 2 | 6 | 3 | 8 | 1 | | 12 | 8 |
| 3 | 2 | 7 | 3 | 8 | 3 | 10 | 2 | 5 | 0 | | 10 | 7 |
| 4 | 1 | 4 | 4 | 11 | 4 | 12 | 2 | 5 | 1 | | 12 | 8 |
| 5 | 3 | 11 | 0 | 0 | 8 | 24 | 3 | 8 | 0 | | 14 | 10 |
| 6 | 4 | 13 | 9 | 23 | 2 | 6 | 2 | 5 | 0 | | 17 | 12 |
| 7 | 7 | 25 | 7 | 18 | 8 | 24 | 10 | 26 | 1 | | 25 | 17 |
| 8 | 7 | 25 | 7 | 18 | 8 | 24 | 10 | 26 | 1 | | 33 | 23 |
| N.A. | 1 | 4 | 2 | 5 | 4 | 12 | 4 | 9 | 2 | | 13 | 9 |
| Total | 28 | 100 | 38 | 100 | 33 | 100 | 39 | 100 | 7 | | 145 | 100 |

Table 4.p

| | Group 1 | | Group 2 | | Group 3 | | Group 4 | | Group 5 | | Group 6 | | Totals | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % | No. | % |
| 1 | 3 | 13 | 1 | 4 | 1 | 4 | 1 | 4 | 2 | 8 | 1 | 4 | 9 | 6 |
| 2 | 2 | 8 | 1 | 4 | 1 | 4 | 2 | 8 | 1 | 4 | 5 | 20 | 12 | 8 |
| 3 | 1 | 4 | 3 | 12 | 2 | 9 | 1 | 4 | 1 | 4 | 2 | 8 | 10 | 7 |
| 4 | 1 | 4 | 2 | 8 | 2 | 9 | 2 | 8 | 2 | 8 | 3 | 12 | 12 | 8 |
| 5 | 2 | 8 | 1 | 4 | 4 | 17 | 5 | 21 | 1 | 4 | 1 | 4 | 14 | 10 |
| 6 | 2 | 8 | 2 | 8 | 5 | 23 | 4 | 17 | 3 | 13 | 1 | 4 | 17 | 12 |
| 7 | 3 | 13 | 6 | 24 | 3 | 13 | 3 | 13 | 4 | 17 | 6 | 24 | 25 | 17 |
| 8 | 8 | 34 | 5 | 20 | 4 | 17 | 4 | 17 | 8 | 34 | 4 | 16 | 33 | 23 |
| N.A. | 2 | 8 | 4 | 16 | 1 | 4 | 2 | 8 | 2 | 8 | 2 | 8 | 13 | 9 |
| Total | 24 | 100 | 25 | 100 | 23 | 100 | 24 | 100 | 24 | 100 | 25 | 100 | 145 | 100 |

Mean Rating = 5.5

A number of station managers gave equal rank to "press information" and "air promo slides" and consequently gave each a "1" while a number of stations would rate only their first three or four choices.

There were a number of comments pertaining to the area of Public Information:

(1) "Operation logs late and DACs corrections late, too."
(2) "Information service package often late."
(3) "It is destructive of the interests of some PBS affiliates to spend money on newspaper ads that only cite the major cities when the newspapers are read in other areas and those channels are not given."
(4) "Would list 'Print Advertisements' higher if we were listed in ads too."
(5) "Television campaign could be highly successful if properly designed."
(6) "Public information gives the worst service."
(7) "Newspaper is key to promotion."
(8) "Have only two video tape recorders, so cannot take the previews."
(9) "Public information area is perhaps the weakest in all areas particularly in terms of lead time."
(10) "Rated advertising campaign as a "5" because we are not included. If included would rate it higher."
(11) "With reference to Item "4," a station of our size does not receive many of these items and that, along with lateness in delivery, accounts for most of the less than top scores given."

(12) "Unsuccessful from station point of view since we are on 28-day delay basic with PBS programs. National campaigns were of no value to a station which could not play series until a month after promotion campaign."

(13) "Good way to do the annual survey, most painless."

5. How would you rate the current print advertisement process?

____Excellent ____Good ____Fair ____Poor

If you have any comments on the rating you gave, please specify:

| | |
|---|---|
| Excellent | 3 stations |
| Good | 2 stations |
| Fair | 5 stations |
| Poor | 0 stations |
| Total | 10 stations |

Comments -

(1) "There is a need for quality ads with use of more photos and less weak copy."

(2) "Not enough, but the obvious reason I know is cost."

(3) "There are not enough ads."

(4) "Press information too late. Pictures too late. On-air promo slides of very poor quality. Local stations should handle ad placement."

(5) "Print advertisements very good."

(6) "Improve and simplify ad formats. Type too compacted - need more white space."

# APPENDIX B

MEDIA RESEARCH
CONTINUING EDUCATION

December 27, 1972

Dear Station Manager:

As you have been alerted by now, we are pleased to be undertaking again the survey of public television station managers. Information and attitudes are always critical to policy formation but this is particularly true when new policies and direction are being considered. Thus the survey this year may have even greater significance than those of other years.

The nature of this year's survey will make it mandatory that you review the enclosed questionnaire prior to our telephone call which will be made sometime between January 8-19. You will note that some questions deal with Categories of Service (Published April 11, 1972) and Public Affairs Programming New Directions (by Jim Lehrer, Published November 14, 1972) so you will want to review these papers in preparation for responding to the questionnaire and our call. You will also want to review any recent DACS or hard-copy material you may have received in recent weeks relevent to 1973-74 national programming.

We hope you have a pleasant holiday season and we look forward to talking to you personally in early January.

Sincerely,

W. C. Meierhenry

W. C. Meierhenry
Research Coordinator

Inc: Questionnaire
PBS Programs and Series During 1972

## APPENDIX C

Station Call Letters________________________ Location______________________

Person Responding___________________________

## STATION MANAGERS SURVEY

### I. PROGRAM EVAULATION AND NEEDS

### A. General

1. How would you rate the general balance and development of the national schedule?

   Very Good/_1_2_3_4_5/Poor

2. On the basis of what you have seen of the current 1972-73 national program schedule how would you rate the overall quality of this year's service as compared to last year's (1971-72)?

   a. Significantly better ____________
   b. Somewhat better ____________
   c. Not noticeably better or worse ____________
   d. Somewhat worse ____________
   e. Significantly worse ____________

3. Given the needs of your community and the nature of your own local program service:

   a. Which PBS series have been of the most value to your overall schedule during the calendar year 1972? (Name no more than five and please give reasons for your choice, i.e., subject matter format, production values, etc.).

   ____________________________________________

   ____________________________________________

   ____________________________________________

   ____________________________________________

   ____________________________________________

   b. Were there any series which were of marginal value to your overall schedule during the calendar year 1972? (Please give reasons for your choice, i.e., subject matter format, production values, etc.).

   ____________________________________________

   ____________________________________________

   ____________________________________________

   ____________________________________________

   ____________________________________________

4. Enclosed with this questionnaire is a list of all series distributed by PBS during 1972. The series on the list are grouped according to their general content categories. How would you rate the proportion of hours of the national service devoted to each of these categories during the calendar year 1972?

   a. Cultural Too Much/_1_2_3_4_5/Too Little
   b. Educative (Informal)* _1_2_3_4_5
   c. Public Affairs _1_2_3_4_5

## B. Target Audience and Program Topics

1. Another way of evaluating this program mix in the context of goals for public television is to consider the amount and scope of specialized, target audience programming in the overall national service (e.g., programs for specific age, occupation, ethnic or other groups). This question and part of question #B-2 ask for your thoughts in this area.

   a. As a proportion of the entire national service during calendar 1972, how would you rate the amount of specialized, target audience programming?

   Too Much/_1_2_3_4_5/Too Little

   b. Among the total amount of special audience programming in the national service, those series for children have consistently represented the largest single group. How would you rate the proportion of children's programming as part of the national service during calendar 1972?

   Too Much/_1_2_3_4_5/Too Little

2. Although much planning for the 1973-74 program year has already been accomplished, one of the objectives of the program evaluation process is to allow for adjustments in programming on a more or less continous basis. As you consider the likely national service for the next year:

   a. Are there any target audiences or groups for or about which you feel the 1973-74 national service should include programs on an extended basis? Please be as specific as you can.

   ______________________________________________________________

   ______________________________________________________________

   ______________________________________________________________

   ______________________________________________________________

---

*As opposed to Educative (Formal) programming, i.e., programs which are viewed for credit in relationship to a specific educational institution (see question #C-2).

b. Are there any target audiences or groups for or about which programs have been discussed but for which your suggestions in (a) should be substituted?

________________________________________________

________________________________________________

________________________________________________

________________________________________________

c. Looking at the question of priorities yet another way, are there any program topics or subject areas (e.g., social issues, information needs, cultural affairs) about which the 1973-74 national service should include programs on an extended basis?

________________________________________________

________________________________________________

________________________________________________

________________________________________________

d. Are there any program topics or subject areas for which programs have been discussed but for which your suggestions in (c) should be substituted?

________________________________________________

________________________________________________

________________________________________________

________________________________________________

## C. Public Affairs and Other

1. Recently PBS Staff and Board proposed a study to determine future steps in national program service public affairs (see PUBLIC AFFAIRS PROGRAMMING, New Directions, drafted by Jim Lehrer, October 1972). Key elements of the service to be investigated by the study would have been (a) a regular public affairs program matrixed from segments offered by many stations across the country and to include an Ombudsman unit to represent the public interest in public television public affairs programming, and (b) a weekly For-The-Record program to present in their entirety selected events of national significance.

   a. To facilitate further discussion of directions to be taken in public affairs, would you be willing to participate in an indepth feasibility study?

   ____Yes        ____No

b. If your response to (a) is "Yes," would that willingness extend to cooperation of you and/or certain of your staff members in answering detailed questionnaires, participating in seminars or assisting in experimental production?

____Yes ____No

c. Understanding that the study itself would deal with the details of the many options available, PBS is nevertheless interested in your preliminary, general feelings about the major elements so far proposed. Overall are you favorably or unfavorably disposed toward:

| | Favorable | Unfavorable |
|---|---|---|
| (1) A regular public affairs, matrixed program | ____ | ____ |
| (2) Inclusion of an Ombudsman in national public television public affairs programming | ____ | ____ |
| (3) A weekly For-The-Record program | ____ | ____ |

2. Up to this point in time the national service has offered no Formal Educative (Instructional) programming, i.e., programs related to a specific educational institution and viewed for credit with that institution. PBS has fed ITV programs only on an occasional and experimental basis as an information service to stations. Recently, however, the question of nationally distributed instructional programming has been increasingly raised.

a. Given the needs of your community, the nature of your own ITV service, and the availability or lack of such programming regionally or locally, how important do you feel it is for the national service to begin offering instructional programming?

Very Necessary/_1_2_3_4_5/Unnecessary

b. If your response was (1) or (2), please indicate which subject areas you think would be suitable for a national ITV service.

(1)____________________ (2)____________________

(3)____________________

## II. SYSTEM USE AND DEVELOPMENT

### A. Interconnection

If by January 1, 1973 your station(s) was (were) interconnected or if you utilized an off-air signal, please answer all questions in this section. If your station(s) was (were) using any form of network signal by January 1, please skip questions 1-4 and answer only questions B 1-4.

1. Beginning January, 1972, PBS began operating the interconnection six nights a week.

   a. Prior to that time was (were) your station(s) on the air at least six nights a week?

   _____Yes (Date you began six-night service___________)
   _____No

   b. If (a) is "No," have you since moved to at least a six-night service?

   _____Yes (Date___________)
   _____No

   c. If (b) is "Yes," did the PBS move to six nights help your own move to a six- or seven-night service?

   _____Yes _____No

   d. If (b) is "No," did the PBS move to six nights at least help you make plans for your own move to a six- or seven-night service?

   _____Yes (Date planned___________)
   _____No

2. Beginning in September, 1972, with origination help from the New York State Network, PBS began operating the interconnection Saturday mornings.

   a. Prior to that time was (were) your station(s) on the air on Saturday morning?

   _____Yes (Date you began Saturday morning service___________)
   _____No

   b. If (a) is "No," have you since initiated a Saturday morning service?

   _____Yes (Date___________)
   _____No

   c. If (b) is "Yes," did the PBS Saturday morning service help your own initiation of a Saturday morning service?

   _____Yes _____No

d. If (b) is "No," did the PBS Saturday morning service at least allow you to make plans for your own initiation of a Saturday morning service?

_____Yes (Date planned___________)
_____No

3. Beginning in October, 1972, PBS began operating the interconnection seven nights a week.

a. Prior to that time was (were) your station(s) on the air seven nights a week?

_____Yes (Date you began seven-night service___________)
_____No

b. If (a) is "No," have you since moved to a seven-night service?

_____Yes (Date____________)
_____No

c. If (b) is "Yes," did the PBS move to seven nights help your own move to a seven-night service?

_____Yes _____No

d. If (b) is "No," did the PBS move to seven nights at least help you make plans for your own move to a seven-night service?

_____Yes (Date planned___________)
_____No

4. Other than the services of PTL, the basic program services offered by PBS presently depend on a single interconnection system. Based on past station input, the majority of programs distributed through this system are fed on a "real time" basis, i.e., a schedule which allows stations the option of carrying programs without tape delay. Of course that system is not "fixed" in that stations may tape and reschedule any program they choose. Moreover, a certain percentage of programs each season are fed on a "non-real time" basis, i.e., with a clear understanding that they will be resecheduled. What PBS offers, then, may be characterized as a "modified real time" service, and PBS is interested in your thoughts on how this system should continue to develop.

a. Considering the nature of the current interconnection service and the capabilities of your local facilities, please rank the value and importance to your station(s) of the following options. For the purposes of the ranking please assume that the total number of hours per week for each option would be the same and that that number would be equivalent to what the current system now offers --

about 27.5 hours per week, Category I and II, without repeats. (For the ranking, 1 = highest priority; 7 = lowest).

1. _____Increase in the proportion of "real time" service and a decrease in the proportion of "non-real time" service.

2. _____Maintenance of the current proportions in the "modified real time" service.

3. _____Reduction of the proportion of "real time" service for an increase in the proportion of "non-real time" service.

4. _____Reduction of the proportion of "real time" service for an increase in the proportion of a tape distribution service such as PTL.

5. _____Elimination of the current "modified real time" service for complete replacement by a mix of services, primarily "non-real time" interconnection, and, secondarily, tape distribution.

6. _____Elimination of the current "modified real time" service for complete replacement by a mix of services, primarily tape distribution, and, secondarily, "non-real time" interconnection.

7. _____Elimination of all interconnected service for complete replacement by a tape distribution service.

b. In light of your rankings of "a" above, how important to your station(s) would be the development of a second interconnection system?

Very Important/_1_2_3_4_5/Little Importance

c. If your response to "b" was "1" or "2", for what purposes should a second interconnection system be developed?

______________________________________________

______________________________________________

______________________________________________

d. If your response to "b" was "1" or "2", how soon would you like to see a second interconnection system be inaugurated?

During 1974 ___________
During 1975 ___________
During 1976 ___________
After 1976 ___________

## B. Technological Developments

1. How many cable television systems in your immediate or extended community carry your signal?

   ___________(Number)

   ___________No local cable systems or otherwise not applicable.

2. Have you made agreements with any cable television operators in the community?

   a. To provide production facilities for the public access channel?

      _____Yes _____No

   b. To lease channels for instructional or other programming?

      _____Yes _____No

   c. To share in the ownership or operation of the cable system?

      _____Yes _____No

   d. To provide any other services to the cable operator or those leasing channels?

      Specify_______________________________________________

      ______________________________________________________

      ______________________________________________________

3. If you are a manager for any station on a UHF channel, have you considered going to the maximum effective radiated power (5 megawatts) to increase that station's coverage area? ______Only VHF

   a. _____Yes, and have already done so or will by a fixed date.

   b. _____Yes, and have applied to HEW for funds to do this.

   c. _____Yes, but study shows it's too costly.

   d. _____Yes, but study shows it wouldn't help much in our case.

   e. _____Yes, but we need to study the benefits and cost trade-offs.

   f. _____No, but we may look into it.

   g. _____No, not interested.

   h. _____Other_____________________________________________

      ______________________________________________________

      ______________________________________________________

4. While audio recording recording practices have progressed far beyond simple monaural technology, the current television system provides only a single 5 kc audio channel. Can you foresee dual channel audio for television as providing a valuable service, assuming that all parts of the transmission system, including the home receiver, were equipped to handle it?

   a. For stereo

      1. _____There is a clear and present need.
      2. _____Possible there's a need, but I'm not certain; deserves study.
      3. _____No need that I can see.
      4. _____Other ______________________________

         ______________________________

         ______________________________

   b. For separate sound tracks, such as foreign language.

      1. _____There is a clear and present need.
      2. _____Possibly there's a need, but I'm not certain; deserves study.
      3. _____No need that I can see.
      4. _____Other ______________________________

         ______________________________

         ______________________________

## III. EVALUATIONS FOR PBS DEPARTMENTS

### A. General

In general, how would you characterize the attentiveness of PBS staff to inquiries and requests from your station?

_____Excellent _____Good _____Fair _____Poor

### B. Programming

1. Operations

Please answer the questions in this section (Operations) only if your station(s) was (were) interconnected or you were utilizing an off-air signal by January 1, 1973. If you were not using any form of network signal, please go on to the next section (Offerings and Proposals B-2).

a. With the 1972 fall season PBS initiated a new Service Category designation scheme for national service programs (see Categories of Service by Bill Oxley, April, 1972), and the current (January, 1973) national interconnection schedule is designed to offer the following basic amounts of service each week. How would you characterize the number of hours in each category?

| | | |
|---|---|---|
| (1) Category I - Children's Daytime | 10.0 | Too Much/_1_2_3_4_5/Too Little |
| (2) Category I - Evening | 16.5 | _1_2_3_4_5 |
| (3) Category II - (Total) | 1.0 | _1_2_3_4_5 |
| (4) Category III - Repeats of Childrens | 22.5 | _1_2_3_4_5 |
| (5) Category III - Repeats of Evenings | 5.0 | _1_2_3_4_5 |
| (6) Category III - Station Services | 9.5 | _1_2_3_4_5 |

b. Regardless of the hours in each category, please evaluate the Service Categories as a designation scheme.

(1) In terms of your own local scheduling, how valuable has the Service Category system proven?

(a) Very valuable, it's helpful in integrating national and local schedules? __________

(b) Valuable, but still confusing to station staff. __________

(c) Of little value, it hasn't helped us in understanding the distinctions in PBS time utilization. __________

(d) Other______________________________________________

______________________________________________

(2) Service Category III includes hours for station services, daytime repeats of children's programming, and prime time repeats of Category I evening programs. With specific reference to the latter, how valuable were the Category III evening repeats of Category I programming during the Service Category system's initial full-blown trial in the fall?

(a) Very valuable, we were able to make extensive, regular use of the evening repeat feeds. __________

(b) Valuable, we were able to make some regular use of the evening repeat feeds. __________

(c) Valuable concept, but due to our local schedule needs we could make only a small, limited use of the evening repeat feeds. __________

(d) Of little value, due to local scheduling, we couldn't use the repeat feeds at all. ______

(e) Other______________________________________________

______________________________________________

c. Within the Station Services hours of Category III, PBS provides the following:

(1) In Column A, please check those you regularly use.

(2) In Column B, please rank the relative importance to your station(s) of each of these services, regardless of which you use.

(1 = highest priority)

| A | B | |
|---|---|---|
| _____ | _____ | Press Previews |
| _____ | _____ | FYI Feeds of other Station Product |
| _____ | _____ | Previews of Flagged Material |
| _____ | _____ | Previews of Programs on Potentially Controversial Topics |
| _____ | _____ | Promo Reel Feeds |
| _____ | _____ | FYI Feeds of Instructional Programming |

(3) If there are any other station services you would like to have please note them.

______________________________________________

______________________________________________

2. Offerings and Proposals

Offerings

Efforts continue at PBS to diversify the input into the national program service. In a period of limited funding, that has often meant accepting individual programs or short series from stations without paying for more than occasional and limited step-up fees. The following questions deal with these actual program offerings.

a. Do you feel that the national program service has reflected the desired diversity of input from the individual local stations in the system?

_____Yes _____No

If "No," explain.________________________________________

________________________________________________________

b. Has there been any significant falling-off of quality as a result of the diversification of station input?

_____Yes _____No

c. Has your station offered a program to PBS for distribution in the past year?

_____Yes _____No

d. If (c) is "Yes," please complete the following:

(1) Were the mechanics of initial processing (notification of of receipt, processing of program submission form, tape processing, etc.) handled by PBS efficiently and quickly?

_____Yes _____No

If "No," please explain____________________________________

____________________________________________________

(2) Was a judgment on acceptance made without unnecessary delay, considering the particular circumstances of the offer (timing, relation to scheduling decisions, funding, etc.)?

_____Yes _____No

If "No," please explain____________________________________

____________________________________________________

(3) Was the PBS staff involved courteous and helpful during the offering process?

_____Yes _____No

If "No," please explain____________________________________

____________________________________________________

(4) Was constructive and useful discussion of the program, whatever the actual decision, offered by PBS staff?

_____Yes _____No

If "No," please explain____________________________________

____________________________________________________

Proposals

The processing of program proposals is another area of activity. Though the bulk of these are dealt with in the basic planning for the season, others come in during the year. The following questions deal with the processing of program proposals, as opposed to actual finished programs.

e. Do you feel that the current procedure for processing program proposals has assured proper quality in the national programming?

_____Yes _____No

If "No," please explain______________________________________

______________________________________________________________

f. Do you feel that the current procedure for processing program proposals assures proper diversity in the national program service?

_____Yes _____No

If "No," please explain______________________________________

______________________________________________________________

g. Did your station submit one or more proposals for funding during the past year?

_____Yes _____No

h. If (g) is "Yes":

(1) Which of the following happened to it?

(a) _____It was funded. (Give source)______________________

(b) _____It was deferred pending further funds.

(c) _____It was rejected.

(d) _____It was accepted, provided other funding could be found.

(e) _____No action was taken.

(f) _____Other (Specify)______________________________

(2) Was your proposal processed efficiently and promptly by PBS and CPB staffs?

____Yes ____No

If "No," please explain ____________________________________

____________________________________

____________________________________

3. Research and Evaluation

a. At the end of each program season all station program managers are surveyed to evaluate the quality of the overall national service and the individual series within it during that season.

(1) Who at your station(s) participates in the completion of the seasonal survey forms? (Check or add as many as apply).

(a) Station manager ________

(b) Program manager ________

(c) Public Information director ________

(d) Operations manager ________

(e) Producers ________

(f) Minority station staff members ________

(g) Station Board Members ________

(h) Friends' groups or other members of the public ________

(i) Others (please specify) ____________________________________

____________________________________

____________________________________

(2) What tools are used in responding to the seasonal survey? (Check or add as many as apply).

(a) Individual subjective judgments ________

(b) Regular commercial audience measurement reports ________

(c) Occasional, unsolicited audience studies ________

(d) Formal monitoring of telephone calls and/or mail response ________

(e) Other (please specify)________________________________

________________________________________________

(3) How much time would you estimate it takes to complete the forms for a given survey?

_____Hours

b. During the past year PBS has subscribed to a limited amount of commercially supplied audience data. These materials have been used only in conjunction with all other aspects of the evaluation process and as such have not been widely disseminated. However, as the range of possibly available material expands, it has occurred to PBS that stations might find it useful to have some of the data. If they could be provided, please check any of those reports below which you would be interested in receiving.

(1) Seasonal averages of national ratings for PBS Programs. __________

(2) Annual PBS program profiles by selected audience demographics and characteristics. __________

(3) Tri-annual (November, March, May) compilation of Top 50 Communities:

Prime time viewing levels; __________

Weekly cumulative audience reach (circulation). __________

4. ITV

Since September, 1972, PBS has been distributing a monthly memorandum for ITV Directors and since October, PBS has been regularly scheduling monthly closed-circuit TV information feeds.

a. Monthly ITV Memorandum

(1) Does (do) your station(s) make use of the monthly ITV memorandum?

_____Yes _____No

If (1) is "Yes," please answer questions 2-4; if "No," please go on to the next section.

(2) How valuable do you feel the memorandum is?

Very Valuable/_1_2_3_4_5/Of No Value

(3) In what ways does (do) your station(s) make use of the memorandum? (Check or add as many as apply).

(a) To alert ITV advisory boards ________

(b) To alert school superintendents ________

(c) To alert the education community at large ________

(d) Other (please specify)

____________________________________

____________________________________

____________________________________

(4) What improvements, if any would you suggest for the memorandum? None________

Improvements______________________________

____________________________________

____________________________________

b. ITV Information Feeds

(1) Does (do) your station(s) make use of the ITV information feeds?

_____Yes _____No

If (1) is "Yes," please answer questions 2-4; if "No," please go on to the next section.

(2) How valuable do you feel the information feeds are?

Very Valuable/_1_2_3_4_5/Of No Value

(3) If (1) is "Yes," in what ways does (do) your station(s) make use of the feeds? (Check or add as many as apply).

(a) To form viewing groups ________

(b) For station staff enrichment ________

(c) For educational community enrichment ________

(d) Other (please specify)

____________________________________

____________________________________

____________________________________

(4) What subject areas would you like to see covered in future ITV information feeds?

(a)__________________ (b)__________________

(c)__________________

c. General ITV

(1) Do you feel there are any other ways in which PBS's Programming ITV staff could further assist your local, state or regional ITV efforts? (Check or add as many as apply).

(a) Systematic provision of student and teacher guides __________

(b) Systematic provision of other supplementary materials __________

(c) ITV activities information exchange __________

(d) Other (please specify)

________________________________________

________________________________________

________________________________________

(e) None __________

## C. Network Operations

1. What is the minimum length of black necessary between the PBS LOGO and PROMO for you to make a clean cut: (Check one).

a. :01 _____

b. :02 _____

c. :03 _____

2. How many days in advance of air is your air log prepared? ________

3. Should the PBS LOGO be a separate item on the operations logs, as it now is, or would you rather see it incorporated in the program length?

a. Separate __________

b. Incorporated _______

4. Is the information on the videograph sufficient?

______Yes ______No

a. If "No," please specify what additional information would be useful.

____________________________________________

____________________________________________

____________________________________________

## D. Station Relations

1. Are visits from PBS Station Relations staff helpful?

Very Helpful/_1_2_3_4_5/Not Helpful

2. How frequently should these visits be made? (Check one)

a. Annually __________

b. More Frequently (Specify) __________

c. Less Frequently (Specify) __________

d. Never __________

3. How might Station Relations visits be improved?

____________________________________________

____________________________________________

____________________________________________

4. Is Station Relations staff responsive to inquiries made by mail, DACs, or phone?

______Yes ______No

5. Is the PBS Guide to Staff and Services useful to your staff?

Very Useful/_1_2_3_4_5/Not Useful

6. How might the Guide be improved?

____________________________________________

____________________________________________

____________________________________________

7. Please suggest other ways in which Station Relations might improve service to your station.

________________________________________

________________________________________

________________________________________

## E. Engineering and Technical Operations

1. What areas of improvement would you suggest for the technical quality of the origination, the interconnection (if you are an interconnected station).

   a. Technical quality is satisfactory __________

   b. Significant improvements are needed with regard to: (Check as many as applicable)

      Transmission impairments of the interconnection __________

      Responsiveness of PBS Technical Center Transmission Operations to calls from stations __________

      Smoothness of continuity switching __________

      Other

      ________________________________________

      ________________________________________

2. What areas of improvement would you suggest for technical quality of video tapes shipped if you are not interconnected.

   a. Technical quality is satisfactory __________

   b. Other

   ________________________________________

   ________________________________________

## F. Public Information

1. How would you characterize the value of the information service package you are receiving?

   Very Useful/_1_2_3_4_5/Useless

2. How would you rate the 1972 fall national commerical television advertising campaign for PBS programming?

Very Successful/_1_2_3_4_5/Unsuccessful

3. Would you recommend that a similar television campaign (select one):

a. ______Be repeated at the beginning of each of the three major seasons (October, January, June).

b. ______Be conducted only in the fall

c. ______Be discontinued

4. Please list in order the value of the services provided by PBS's Office of Public Information: (1 = highest value).

______Advertising mats/proofs

______Listings/Art for Program Guides

______On-air promo slides

______Posters

______Press information (press releases, pictures, etc.)

______Press kits

______Print advertisements

______Television advertisements

(Responded to by stations in Top 10 Market only)

5. How would you rate the current print advertisement process?

_____ Excellent _____Good _____Fair _____Poor

If you have any comments on the rating you gave, please specify:

____________________________________________________________

____________________________________________________________

____________________________________________________________

____________________________________________________________

## APPENDIX D

## PBS PROGRAMS AND SERIES DURING 1972

| | NUMBER IN SERIES (Not Hours) | | | | |
|---|---|---|---|---|---|
| | Winter | Spring | Summer | Fall | Total |
| **CULTURAL, THE ARTS** | | | | | |
| Biography | 11 | 5 | -- | -- | 16 |
| Book Beat | 13 | 13 | 13 | 13 | 52 |
| Critic At Large | 13 | 13 | -- | -- | 26 |
| Doin' It | -- | -- | 5 | -- | 5 |
| Evening At Pops | -- | -- | 12 | -- | 12 |
| Film Odyssey | 13 | 13 | 12 | -- | 38 |
| The Fine Art of Goofing Off | -- | -- | 3 | -- | 3 |
| The Forsyte Saga | 5 | 13 | 8 | -- | 26 |
| The Great American Dream Machine (1/6 of segments) | 1 | -- | -- | -- | 1 |
| Hollywood Television Theater (series) | 1 | -- | 13 | -- | 14 |
| International Performance | -- | -- | -- | 13 | 13 |
| Jacob Bronosky | -- | -- | 4 | -- | 4 |
| Jazz Set | -- | -- | 13 | -- | 13 |
| Jean Shepherd's America | -- | -- | 13 | -- | 13 |
| Joan Sutherland: Who's Afraid of Opera | -- | 2 | -- | -- | 2 |
| Masterpiece Theater | 13 | 13 | 13 | 13 | 52 |
| NET Playhouse (series) | -- | 8 | 1 | 1 | 10 |
| Playhouse New York | -- | -- | -- | 13 | 13 |
| Specials of the Week | | | | | |
| Hollywood Television Theater | 3 | 3 | -- | 3 | 9 |
| NET Playhouse | 1 | -- | -- | -- | 1 |
| Various | 5 | 9 | 10 | 7 | 31 |
| Soul | 13 | 13 | 13 | 13 | 52 |
| Vibrations | 6 | 13 | 1 | -- | 20 |
| Zoom | 12 | 13 | -- | 13 | 38 |
| Miscellaneous (One time only) | 8 | 9 | 4 | 7 | 28 |
| TOTAL | 118 | 140 | 138 | 96 | 492 |
| **CULTURAL, HUMAN RELATIONS** | | | | | |
| The Family Game | -- | -- | -- | 13 | 13 |
| The Great American Dream Machine (1/3 of segments) | 2 | -- | -- | -- | 2 |
| The Private Lives of Americans | 3 | -- | -- | -- | 3 |
| Specials of the Week | -- | -- | 1 | 1 | 2 |
| Miscellaneous (One time only) | -- | -- | 9 | 3 | 12 |
| TOTAL | 5 | -- | 10 | 17 | 32 |

| | NUMBER IN SERIES (Not Hours) | | | | |
|---|---|---|---|---|---|
| | Winter | Spring | Summer | Fall | Total |
| CULTURAL, SPORTS AND RECREATION | | | | | |
| Fisher-Spassky World Chess Championship: A Weekly Review | -- | -- | 8 | -- | 8 |
| Spassky-Fisher World Championship Chess Tournament | -- | -- | 2 | -- | 2 |
| US Professional Tennis Championship | -- | -- | 2 | -- | 2 |
| Miscellaneous (One time only) | 3 | 6 | 4 | 2 | 15 |
| TOTAL | 3 | 6 | 16 | 2 | 27 |
| EDUCATIVE, INFORMAL | | | | | |
| Carrascolendas | -- | -- | -- | 30 | 30 |
| The Electric Company | 65 | 65 | 65 | 65 | 260 |
| The French Chef | 13 | 13 | 13 | 13 | 52 |
| Guitar, Guitar | -- | 12 | -- | -- | 12 |
| The Just Generation | -- | -- | -- | 13 | 13 |
| Maggie and the Beautiful Machine | -- | -- | 12 | 13 | 25 |
| Mr. Rogers Neighborhood | 65 | 65 | 65 | 65 | 260 |
| Science '72 | -- | -- | -- | 3 | 3 |
| Self Defense for Women | -- | 10 | -- | -- | 10 |
| Sesame Street | 65 | 65 | 65 | 65 | 260 |
| International Chess Tournament | -- | -- | -- | 3 | 3 |
| TOTAL | 208 | 230 | 220 | 270 | 928 |
| PUBLIC AFFAIRS | | | | | |
| The Advocates | 12 | 13 | -- | 13 | 38 |
| All About TV | -- | -- | -- | 6 | 6 |
| Behind The Lines | -- | -- | -- | 12 | 12 |
| Bill Moyers' Journal | -- | -- | -- | 7 | 7 |
| Black Journal | 12 | 13 | -- | 12 | 37 |
| Convention Programming | | | | | |
| Anatomy of a Convention | -- | -- | 2 | -- | 2 |
| Democratic Sessions | -- | -- | 7 | -- | 7 |
| Republican Sessions | -- | -- | 5 | -- | 5 |
| Dateline America | -- | -- | -- | 6 | 6 |
| Educating A Nation | 7 | 1 | -- | -- | 8 |
| Evening Edition | 1 | 5 | -- | 5 | 11 |
| Firing Line | 13 | 13 | 13 | 13 | 52 |
| Great Decisions | 7 | 2 | -- | -- | 9 |
| The Great American Dream Machine (1/2 of segments) | 3 | -- | -- | -- | 3 |
| The Longest Journey | 3 | -- | -- | -- | 3 |
| Presidential Candidate Access Programs | -- | -- | -- | 5 | 5 |

| PUBLIC AFFAIRS (continued) | NUMBER IN SERIES (Not Hours) | | | | |
|---|---|---|---|---|---|
| | Winter | Spring | Summer | Fall | Total |
| Primaries | 2 | 4 | -- | -- | 6 |
| A Public Affair/Election '72 | 9 | 13 | 11 | 7 | 40 |
| Specials of the Week | 4 | 1 | 3 | 2 | 10 |
| Thirty Minutes With... | 13 | 13 | 14 | 13 | 53 |
| This Week | 13 | 13 | -- | -- | 26 |
| Wall $treet Week | 12 | 9 | -- | 13 | 34 |
| Washington Week In Review | 13 | 13 | 13 | 13 | 52 |
| World Press | 13 | 13 | 13 | 13 | 52 |
| Miscellaneous (One time only) | 11 | 11 | 14 | 7 | 43 |
| TOTAL | 148 | 137 | 95 | 147 | 527 |
| TOTAL PROGRAMS 1972 | 482 | 513 | 479 | 532 | 2006 |

# APPENDIX E

## LOCATION OF STATIONS ACCORDING TO LICENSEE

### COMMUNITY

| Call Letters | City/State | Call Letters | City/State |
|---|---|---|---|
| WNET | New York, New York | WITF | Hershey, Pennsylvania |
| WLIW | Garden City, New York | WYES | New Orleasn, Louisiana |
| KCET | Los Angeles, California | WXXI | Rochester, New York |
| WTTW | Chicago, Illinois | WEDU | Tampa, Florida |
| WHYY | Philadelphia, Pennsylvania | WSVN/ | |
| KQED | San Francisco, California | WBRA | Norton/Roanoke, Virginia |
| WGBH | Boston, Massachusetts | WKNO | Memphis, Tennessee |
| Connecticut Network | | WMHT | Schenectady, New York |
| WETA | Washington, D. C. | WGTE | Toledo, Ohio |
| WTVS | Detroit, Michigan | WJCT | Jacksonville, Florida |
| WNVT | Goldvein, Virginia | WCVE | Richmond, Virginia |
| WVIZ | Cleveland, Ohio | WSKG | Binghamton, New York |
| WQED | Pittsburgh, Pennsylvania | WIPB | Muncie, Indiana |
| KETC | St. Louis, Missouri | WCBB | Augusta, Maine |
| KERA | Dallas, Texas | WMFE | Orlando, Florida |
| WLVT | Allentown, Pennsylvania | WTVP | Peoria, Illinois |
| KTCA | St. Paul-Minneapolis, Minn. | KPTS | Wichita, Kansas |
| WPBT | Miami, Florida | WQLN | Erie, Pennsylvania |
| WMVS | Milwaukee, Wisconsin | KEDT | Corpus Christi, Texas |
| WCET | Cincinnati, Ohio | WNPI/ | |
| KDPT | Kansas City, Missouri | WNPE | Norwood/Watertown, New York |
| WNED | Buffalo, New York | WDSE | Duluth, Minnesota |
| WFYI | Indianapolis, Indiana | WVPT | Harrisonburg, Virginia |
| KLRN | Austin, Texas | KIXE | Redding, California |
| WCNY | Syracuse, New York | KFME | Fargo, North Dakota |
| KVIE | Sacramento, California | KEET | Eureka, California |
| WVIA | Scranton, Pennsylvania | KWCM | Appleton, Minnesota |
| WHRO | Norfold, Virginia | KYUK | Bethel, Alaska |

## SCHOOL DISTRICT

| Call Letters | City/State |
|---|---|
| WNYE | New York, New York |
| WETV | Atlanta, Georgia |
| WTHS | Miami, Florida |
| KRMA | Denver, Colorado |
| KTPS | Tacoma, Washington |
| WGBY | Springfield, Massachusetts |
| WKPC | Louisville, Kentucky |
| KOKH | Oklahoma City, Oklahoma |
| KTEH | San Jose, California |
| WTVI | Charlotte, North Carolina |

| Call Letters | City/State |
|---|---|
| WNIN | Evansville, Indiana |
| KSPS | Spokane, Washington |
| WCAE | St. John, Indiana |
| KPEC | Lakewood Center, Washingto |
| KLVX | Las Vegas, Nevada |
| KOET | Ogden, Utah |
| KWCS | Ogden, Utah |
| KYVE | Yakima, Washington |
| WGSF | Newark, Ohio |

## STATE AUTHORITY

| Call Letters | City/State |
|---|---|
| WNYC | New York, New York |
| WNJS/ | |
| WNJT | Camden/Trenton, New Jersey |
| Kentucky Network | |
| Alabama Network | |
| WMPB/ | |
| WCPB | Baltimore/Salisbury, Ma. |
| Georgia Network | |
| Puerto Rico Network | |
| WSBS | Providence, Rhode Island |
| Mississippi Network | |
| Nebraska Network | |
| South Carolina Network | |
| KOAP | Portland, Oregon |
| KOAC | Corvallis, Oregon |

| Call Letters | City/State |
|---|---|
| Oklahoma Network | |
| Iowa Network | |
| WSJK/ | |
| WLJT | Knoxville/Lexington, Tenne |
| WMUL | Huntington, West Virginia |
| WTCI | Chattanooga, Tennessee |
| WDCN | Nashville, Tennessee |
| KETS | Little Rock, Arkansas |
| WPNE | Green Bay, Wisconsin |
| WSWP | Beckley, West Virginia |
| South Dakota Network | |
| KGTF | Agana, Guam |
| KVZX | Pago Pago, American Samoa |
| WTJX | St. Thomas, Virgin Islands |

## UNIVERSITY

| Call Letters | City/State |
|---|---|
| North Carolina Network | |
| KUHT | Houston, Texas |
| KCTS | Seattle, Washington |
| WGTV | Athens, Georgia |
| WKAR | East Lansing, Michigan |
| New Hampshire Network | |
| KPBS | San Diego, California |
| WUSF | Tampa, Florida |
| WPSX | University Park, Pa. |
| KUED | Salt Lake City, Utah |
| KAET | Phoenix, Arizona |
| WOSU | Columbus, Ohio |
| KBYU | Provo, Utah |
| Vermont Network | |
| KHET | Honolulu, Hawaii |
| WILL | Urbana, Illinois |
| KCSM | San Mateo, California |
| WSIU/ WUSI | Carbondale/Olney |
| KVCR | San Bernadino, California |
| KNME | Albuquerque, New Mexico |
| WWVU | Morgantown, West Virginia |
| WUCM | University Center, Michigan |
| KTWU | Topeka, Kansas |
| WHA | Madison, Wisconsin |
| KUAT | Tucson, Arizona |
| Maine ETV | |
| WMUB | Oxford, Ohio |
| WTIU | Bloomington, Indiana |
| WOUB | Athens, Ohio |
| WSRE | Pensacola, Florida |
| KTSC | Pueblo, Colorado |
| KAID | Boise, Idaho |
| WNMR | Marquette, Michigan |
| KTXT | Lubbock, Texas |
| WFSU | Tallahassee, Florida |
| KNCT | Killeen, Texas |
| KPGL | Pocatello, Idaho |
| KUID | Moscow, Idaho |
| WUFT | Gainesville, Florida |
| KESD | Brookings, South Dakota |
| WVUT | Vincinnes, Indiana |
| WCMU | Mt. Pleasant, Michigan |
| KUAC | College, Alaska |
| KAMU | College Station, Texas |
| KWSU | Pullman, Washington |
| WBGU | Bowling Green, Ohio |

# APPENDIX F

## LOCATION OF STATIONS BY REGION

| North Atlantic | | Number of Stations in Each State |
|---|---|---|
| Connecticut | | 1 |
| District of Columbia | | 1 |
| Maine | | 2 |
| Maryland | | 1 |
| Massachusetts | | 2 |
| New Hampshire | | 1 |
| New Jersey | | 1 |
| New York | | 10 |
| Pennsylvania | | 7 |
| Rhode Island | | 1 |
| Vermont | | 1 |
| | Total | 28 |

| Great Lakes and Plains | | |
|---|---|---|
| Illinois | | 4 |
| Indiana | | 6 |
| Iowa | | 1 |
| Kansas | | 2 |
| Michigan | | 5 |
| Minnesota | | 3 |
| Missouri | | 2 |
| Nebraska | | 1 |
| North Dakota | | 1 |
| Ohio | | 8 |
| South Dakota | | 2 |
| Wisconsin | | 3 |
| | Total | 38 |

| Southeast | | |
|---|---|---|
| Alabama | | 1 |
| Arkansas | | 1 |
| Florida | | 9 |
| Georgia | | 3 |
| Kentucky | | 2 |
| Louisiana | | 1 |

| Southeast (cont.) | | Number of Stations in Each State |
|---|---|---|
| Mississippi | | 1 |
| North Carolina | | 2 |
| South Carolina | | 1 |
| Tennessee | | 4 |
| Virginia | | 5 |
| West Virginia | | 3 |
| | Total | 33 |

| West and Southwest | | |
|---|---|---|
| Arizona | | 2 |
| California | | 9 |
| Colorado | | 2 |
| Idaho | | 3 |
| Nevada | | 1 |
| New Mexico | | 1 |
| Oklahoma | | 2 |
| Oregon | | 2 |
| Texas | | 7 |
| Utah | | 4 |
| Washington | | 6 |
| | Total | 39 |

| Noncontiguous | | |
|---|---|---|
| Alaska | | 2 |
| American Samoa | | 1 |
| Guam | | 1 |
| Hawaii | | 1 |
| Puerto Rico | | 1 |
| Virgin Islands | | 1 |
| | Total | 7 |

## APPENDIX G

## LOCATION OF STATIONS ACCORDING TO POPULATION GROUPS

**Group 1**

| Call Letters | City/State |
|---|---|
| WNET | New York, New York |
| WNYE | New York, New York |
| WNYC | New York, New York |
| WLIW | Garden City, New York |
| KCET | Los Angeles, California |
| WTTW | Chicago, Illinois |
| WHYY | Philadelphia, Pa. |
| WNJS/ | |
| WNJT | Camden/Trenton, New Jersey |
| KQED | San Francisco, California |
| WGBH | Boston, Massachusetts |
| Kentucky Network | |
| Connecticut Network | |
| Alabama Network | |
| WETA | Washington, D. C. |
| WTVS | Detroit, Michigan |
| WMPB/ | |
| WCPB | Baltimore/Salisbury, Maryland |
| WNVT | Goldvein, Virginia |
| WVIZ | Cleveland, Ohio |
| Georgia Network | |
| WQED | Pittsburgh, Pennsylvania |
| North Carolina Network | |
| KETC | St. Louis, Missouri |
| KERA | Dallas, Texas |
| Puerto Rico Network | |

**Group 2**

| Call Letters | City/State |
|---|---|
| KUHT | Houston, Texas |
| WLVT | Allentown, Pennsylvania |
| KCTS | Seattle, Washington |
| WGTV | Athens, Georgia |
| KTCA | St. Paul-Minneapolis, Minn. |
| WPBT | Miami, Florida |
| WMVS | Milwaukee, Wisconsin |
| WSBE | Providence, Rhode Island |
| Mississippi Network | |
| Nebraska Network | |
| South Carolina Network | |
| WETV | Atlanta, Georgia |
| KOAP | Portland, Oregon |
| KOAC | Corvallis, Oregon |
| WCET | Cincinnati, Ohio |
| Oklahoma Network | |
| WKAR | East Lansing, Michigan |
| New Hampshire Network | |
| KCPT | Kansas City, Missouri |
| KPBS | San Diego, California |
| WNED | Buffalo, New York |
| WUSF | Tampa, Florida |
| KRMA | Denver, Colorado |
| WFYI | Indianapolis, Indiana |
| WTHS | Miami, Florida |

| Call Letters | City/State |
|---|---|
| Group 3 | |
| Iowa Network | |
| KLRN | Austin, Texas |
| WCNY | Syracuse, New York |
| KVIE | Sacramento, California |
| KTPS | Tacoma, Washington |
| WVIA | Scranton, Pennsylvania |
| WPSX | University Park, Penn. |
| WHRO | Norfolk, Virginia |
| WGBY | Springfield, Massachusetts |
| KUED | Salt Lake City, Utah |
| KAET | Phoenix, Arizona |
| WITF | Hershey, Pennsylvania |
| WYES | New Orleans, Louisiana |
| WOSU | Columbus, Ohio |
| WKPC | Louisville, Kentucky |
| WXXI | Rochester, New York |
| WEDU | Tampa, Florida |
| KBYU | Provo, Utah |
| Vermont Network | |
| WSJK/ | |
| WLJT | Knoxville/Lexington, Tenn. |
| WSVN/ | |
| WBRA | Norton/Roanoke, Virginia |
| WKNO | Memphis, Tennessee |
| WHMT | Schenectady, New York |
| Group 4 | |
| WGTE | Toledo, Ohio |
| WJCT | Jacksonville, Florida |
| WCVE | Richmond, Virginia |
| WMUL | Huntington, West Virginia |
| KHET | Honolulu, Hawaii |
| WTCI | Chattanooga, Tennessee |
| KOKH | Oklahoma City, Oklahoma |
| WDCN | Nashville, Tennessee |
| WILL | Urbana, Illinois |
| WSKG | Binghamton, New York |
| KCSM | San Mateo, California |
| WSIU/ | |
| WUSI | Carbondale/Olney, Ill. |
| WIPB | Muncie, Indiana |
| KVCR | San Bernadino, California |
| WCBB | Augusta, Maine |
| KETS | Little Rock, Arkansas |
| WMFE | Orlando, Florida |
| KTEH | San Jose, California |
| WTVP | Peoria, Illinois |
| WPNE | Green Bay, Wisconsin |
| KPTS | Wichita, Kansas |
| WTVI | Charlotte, North Carolina |
| KNME | Albuquerque, New Mexico |
| WWVU | Morgantown, West Virginia |

| Call Letters | City/State | Call Letters | City/State |
|---|---|---|---|
| Group 5 | | | |
| WUCM | University Center, Michigan | WSWP | Beckley, West Virginia |
| KTWU | Topeka, Kansas | Maine ETV | |
| EQLN | Erie, Pennsylvania | WMUB | Oxford, Ohio |
| WNIN | Evansville, Indiana | WDSE | Duluth, Minnesota |
| WHA | Madison, Wisconsin | WVPT | Harrisonburg, Virginia |
| KEDT | Corpus Christi, Texas | WTIU | Bloomington, Indiana |
| KUAT | Tucson, Arizona | WOUB | Athens, Ohio |
| KSPS | Spokane, Washington | South Dakota Network | |
| WCAE | St. John, Indiana | WSRE | Pensacola, Florida |
| KPEC | Lakewood Center, Washington | KTSC | Pueblo, Colorado |
| KLVX | Las Vegas, Nevada | KAID | Boise, Idaho |
| WNPI′ | | WNMR | Marquette, Michigan |
| WNPE | Norwood/Watertown, N. Y. | | |
| Group 6 | | | |
| KTXT | Lubbock, Texas | KESD | Brookings, South Dakota |
| KOET | Ogden, Utah | WVUT | Vincinnes, Indiana |
| KWCS | Ogden, Utah | WCMU | Mt. Pleasant, Michigan |
| WFSU | Tallahassee, Florida | KWCM | Appleton, Minnesota |
| KNCT | Killeen, Texas | WGSF | Newark, Ohio |
| KBGL | Pocatello, Idaho | KUAC | College, Alaska |
| KIXE | Redding, Pennsylvania | KAMU | College Station, Texas |
| KYVE | Yakima, Washington | KWSU | Pullman, Washington |
| KUID | Moscow, Idaho | WBGU | Bowling Green, Ohio |
| KFME | Fargo, North Dakota | KVZK | Pago Pago, American Samoa |
| KGTF | Agana, Guam | WTJX | St. Thomas, Virgin Islands |
| WUFT | Gainesville, Florida | KYUK | Bethel, Alaska |
| KEET | Eureka, California | | |

## APPENDIX H

## TOP TEN STATIONS

| | |
|---|---|
| WNET | New York |
| WETA | District of Columbia |
| WGBH | Boston |
| WTTW | Chicago |
| WQED | Pittsburgh |
| WHYY | Philadelphia |
| WTVS | Detroit |
| KCET | Los Angeles |
| KQED | San Francisco |
| KERA | Dallas |